Pusat Pengajian Pengurusan Industri Kreatif dan Seni Persembahan
SCHOOL OF CREATIVE INDUSTRY MANAGEMENT AND PERFORMING ARTS

Universiti Utara Malaysia

Industrial Training:

Proposal &Report Writing Guidebook

SCMX3912 INDUSTRIAL TRAINING
Bachelor of Creative Industry Management with Honours

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Content

CHAPTER 1

Introduction

Industrial Training is designed as a platform for students to adapt to the work environment. Industrial Training is also intended for students to apply what they have learned. Recognising the importance of Industrial Training, School of Multimedia Technology and Communication (SMMTC), UUM CAS provides the opportunities for students of all programmes to undergo Industrial Training.

Industrial Training is one of the compulsory courses for all SMMTC students to fulfil the conferment of

- Bachelor of Communication with Honours – B.Comm. (Hons)
- Bachelor of Media Technology with Honours – B.MediaTech. (Hons)
- Bachelor of Science with Honours (Multimedia) –BSc.(Hons) MM formerly known as BMM
- Bachelor of Creative Industry Management with Honours – BCIM (Hons)

A.   GENERAL INFORMATION

1.1   Industrial Training Objectives

Industrial Training is implemented to meet the following objectives:

   i.   to expose the students to the real working world before graduating.
  ii.   to provide an opportunity for students to relate the theoretical and practical understanding through industrial training programs in organizations where students are placed.
 iii.   to provide opportunities for private organizations, statutory bodies, government departments and non-governmental organizations to transfer experience and expertise to students working towards the creation of a professional worker.
 iv.   to establish and strengthen bilateral relations between UUM and the organization or firm involved in the industrial training program for mutual benefit.

1.2 Industrial Training Regulations

During Industrial Training, students are subjected to UUM regulations. The following are the main matters to be aware of:

a) Confirmation of Industrial Training

Students need to confirm their report duty status at the organization by returning their Report Duty form to the PPA CAS (*Pembangunan Pelajar & Alumni*) office. Students are also required to inform their supervisors regarding the aforementioned status.

> *Please refer "Item 5.0 Regulations for UUM Industrial Training Program" for more information.*

b) Postponement of Industrial Training

Postponement of Industrial Training is not allowed except for students who have serious health issues.

> *Please refer "Item 7.0 Regulations for UUM Industrial Training Program" for more information.*

c) Report Preparation

In preparing report, students are subjected to Act and Regulations of Academic Treachery from paragraph 12 UUM Act (Examination) 1988. Academic treachery includes any acts that break any examination rules and plagiarizing project paper, academic practice, or any assignments and courses. If found guilty, Students Discipline Body can execute one or more of the following punishments:
- Warning.
- Fine not more than RM 200.00.
- Suspension from any or all University's facilities in a certain decided period of time.
- Exclusion from any parts of University in a certain decided period of time.
- Expulsion from University.

d) Incomplete Grade (*Tidak Lengkap* - TL)

Incomplete Grade (*Tidak Lengkap* - *TL*) can be applied by students if they have not completed any specific components such as final report. This application needs to be made to the Dean of Student Development and Alumni through Report Supervisor (SMMTC).

> *Please refer "Item 12.0 Regulations for UUM Industrial Training Program" for more information.*

e)   Disciplines during Industrial Training

Students whom are terminated from Industrial Training which are caused by disciplinary issues as confirmed by the supervisors are entitled to get F grade.

Please refer "Item 16.5 Regulations for UUM Industrial Training Program" for more information.

1.3   Other Industrial Training Information

Other information about Industrial Training can also be obtained from the Centre for University Industry Collaboration (CUIC) website (**http://cuic.uum.edu.my**) and UUM CAS website (**http://cas.uum.edu.my**).

1.4   Supervision and Visitation to Organization

The purpose of Industrial Training supervision is to ensure the students are given proper tasks based on their industrial training project/research scope. The supervision is conducted by:
- 1)   Report Supervisor (SMMTC)
- 2)   Organizational Supervisor (Employer)
- 3)   Visiting Supervisor (UUM)

Report Supervisors play the role of supervising and monitoring students' tasks starting from the date they register at the organization until the end of the Industrial Training. The particular Report Supervisor will consult the students from the stage of writing the proposal to the stage of checking the final report. Meanwhile, the Visiting Supervisors act as the link between UUM and organizations in order to establish good relationship and future cooperation.

The following is the list of actions that must be taken by students and all supervisors (students are required to inform the supervisors regarding actions that must be taken).

Entity	Actions
Student	a) Submit a proposal to Report Supervisor. b) Present the project to Organizational Supervisor and Report Supervisor. c) Prepare the related forms for Organizational Supervisor and Report Supervisor. d) Submit logbook, report draft, CD (for BSc. (Hons) MM only) and final report to Report Supervisor. e) Remind the Organizational Supervisor to complete the Employer Confidential Report to be submitted to the Report Supervisor. f) Submit the attendance form to the Report Supervisor.
Report Supervisor (UUM CAS)	a) Responsible for the students'supervisionduring the entire Industrial Training duration. b) The main link between UUM CAS and Organizational Supervisor. c) Monitor students' work performance. d) Monitor students' project progress. e) Evaluate students' performance and project using the Report Supervisor Evaluation Form.
Visiting Supervisor (UUM)	a) Act as the link between UUM and organization in order to ensure good relationship and future cooperation. b) Observe the suitability of the organization for Industrial Training placement. c) For students of B.Comm. (Hons) and B.Media Tech. (Hons), the Visiting Supervisor is also responsible to evaluate them during the industrial training visit. Ten percent (10%) marks are allocated for this matter[1].
Organizational Supervisor (Employer)	a) Assignsuitable project to the students and supervise them throughout the industrial training period. b) Review the logbook and attendance. c) Evaluate project presentation. d) Submit the Employer Confidential Report to the respective Report Supervisor (SMMTC).

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[1]Not applicable to BSc. (Hons) MM and BCIM (Hons) students.

1.5   Main Activities of Industrial Training

The diagram below shows the main activities of Industrial Training.
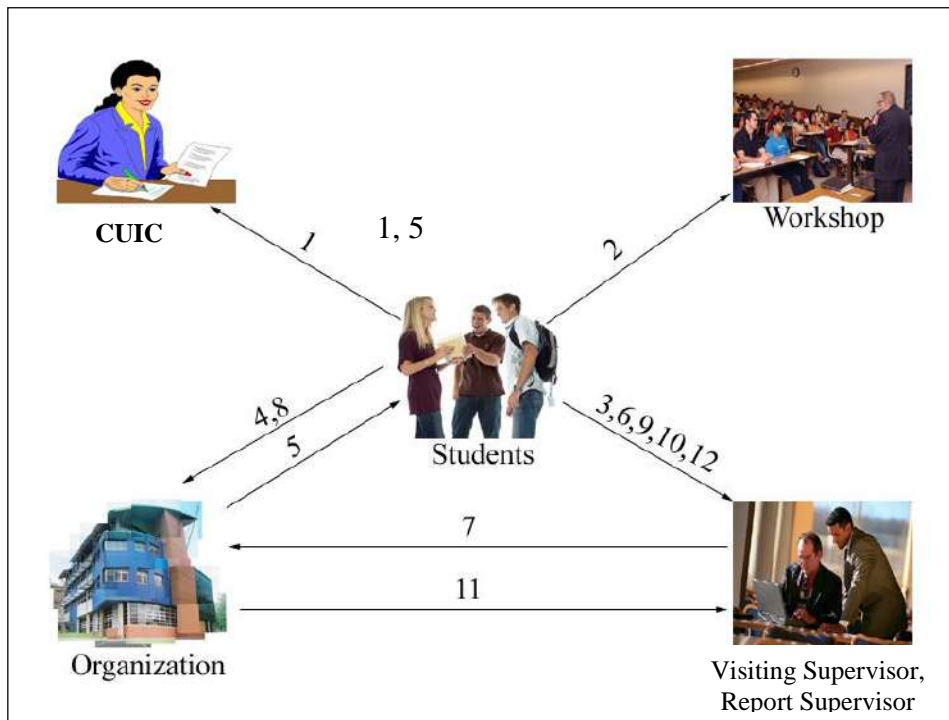
Legend:
1:      Register
2:      Attend
3:      Meet
4:      Report at organization
5:      Confirm registration at organization
6:      Submit proposal
7:      Visit
8:      Present to Organizational Supervisor
9:      Present to Report Supervisor
10:     Submit report draft
11:     Submit Employer Confidential Report, logbook & attendance sheet
12:     Submit CD[2] and Final report

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[2]Only for BSc. (Hons) MM students

Industrial Training activities and phases are as follows:

Phase	Items	Action by	Notes
Before Industrial Training	1) Students register at CUIC	Student	
	2) Students attend Industrial Training workshop	Student	
	3) Students are assigned to Report Supervisor (SMMTC)	PPA CAS	Check portal/ announcement
	4) Students meet their Report Supervisor (SMMTC) and provide the **Report Supervisor EvaluationForm** to their respective lecturers.	Student	

Phase	Items	Action by	Notes
During Industrial Training	5) Students register at the organizations	Student	Day 1
	6) Students submit confirmation of registration form (i.e., **Report Duty Form**) to PPA CAS office	Student	Week 1
	7) Students report the organization environment to the Report Supervisor	Student	Week 1
	8) Students discuss project with Organizational Supervisor	Student	Week 1
	9) Students submit **proposal** to Report Supervisor	Student	Week 2
	10) Students start the project/research	Student	
	11) Students report the project/research progress	Student	Monthly
	12) Visiting Supervisor (UUM) informs visiting dates	Visiting Supervisor	
	13) Students inform the Organizational Supervisorregarding the visiting date	Student	
	14) Students give feedback about the visiting date to Visiting Supervisor	Student	
	15) Visiting Supervisor fixes the visiting date	Visiting Supervisor	
	16) Visiting Supervisor visits the organization	Visiting Supervisor	At least 2 weeks before the industrial training ends

		Student	A month before Industrial Training ends
	17) Students submit **report draft**	Student	A month before Industrial Training ends
	18) Report Supervisor (SMMTC) checks the report draft and gives feedback to students	Report Supervisor	

After Industrial Training	19) Students submit **logbook** and **attendance sheet** to Report Supervisor	Student	One week after Industrial Training ends
	20) Organizational Supervisor submits**Employer Confidential Report** to Report Supervisor (SMMTC)	Organizational Supervisor	One week after Industrial Training ends
	21) Students confirm that Employer Confidential Report has been accepted by the Report Supervisor	Student	
	22) Students **present practicum finding** in front of the practicum committee and his/her Report Supervisor during a seminar *(compulsory for BSc. (Hons) MM, optional for other programmes)*	Student	Within 2 weeks after the industrial training ends
	23) Students do corrections and submit **final report** and **CD**[3] to Report Supervisor	Student	Two weeks after Industrial Training ends
	24) Report Supervisor completes **Report Supervisor Evaluation Form** and enters final Industrial Training marks in the Practicum System	Report Supervisor	

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[3]Only for BSc. (Hons) MM students

B. INFORMATION BY PROGRAMME

1.6 BACHELOR OF COMMUNICATION WITH HONOURS

The Industrial Training course code for B.Comm.(Hons) is **SCCX3908** with credit value equivalent to **8 credits**. Students have to fulfil **16 weeks (4 months)** of Industrial Training at the chosen organization.

1.6.1 Objective(s) of Course

Upon completion of the course, students are expected to:

i.   gain soft skills in the context of organizational communication
ii. understand and learn organizational communication structure
iii. gain knowledge and practical techniques in organizational communication or communication for social change

1.6.2 Assessment Forms

FOUR (4) forms are required[4]:

Ref. No	Colour Code	Name of Form
1	Yellow	Employer Confidential Report
2	Red	Visiting Supervisor Evaluation Form
3	Green	Logbook & Attendance
4	Blue	Report Supervisor Form

Note:
a)   Form 1 needs to be filled up by the Organizational Supervisor and then submitted to the Report Supervisor (SMMTC).
b)   Form 2 needs to be filled up by the Visiting Supervisor (UUM) and then submitted to the Report Supervisor (SMMTC).
c)   Form 3 needs to be filled up by the UUM Supervisor based on the Organizational Supervisor Report.
d)   Form 4 needs to be filled up by the Report Supervisor (SMMTC).

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[4]Downloadable at http://cas.uum.edu.my/

1.6.3 Evaluation Components

Industrial Training evaluation is divided into **TWO (2)** components:

1) Report Supervisor (SMMTC) Evaluation
   - Report (Proposal and Final) (Form 4)   30%
   - Visiting Supervisor (Form 2)   10%

2) Organizational Supervisor (Employer) Evaluation
   - Evaluation of Organizational Supervisor (Form 1)   40%
   - Logbook (Form 3)   10%
   - Attendance (Form 3)   10%

1.7   BACHELOR OF MEDIA TECHNOLOGY WITH HONOURS

The Industrial Training course code for B.Media Tech. (Hons) is **SCTX3908** with credit value equivalent to **8 credits**. Students have to fulfil **16 weeks (4 months)** of Industrial Training at the chosen organization.

B.Media Tech. (Hons) programme gives students the opportunity to pursue Industrial Training in organizations compatible with their specialization area, so that students are able to obtain the maximum possible benefit. Normally agency/organization that is suitable for student's placement is in accordance with the following areas:

i. Advertising - advertising agencies, media agencies, consumer rating agency, advertising production companies, and the advertising client.
ii. Journalism - media agencies such as newspapers, magazines, television, online.
iii. Broadcasting - RTM, Media Prima, production companies
iv. Interactive communication - production companies, online content development companies, animation studios.

However, in certain circumstances, students may be placed in the agencies/ organizations that are not related to their specialization areas. In such cases, the student can still undertake projects/analysis based on the knowledge and skills they have learned during their study.

1.7.1   Objective(s) of Course

Upon completion of the course, students are expected to:

i. gain soft skills in the context of mass media
ii. understand and learn organizational structure in terms of media production

iii.   gain knowledge and practical techniques in mass communication using contemporary technology
iv.   understand the impact of media technology in achieving organizational aims

1.7.2   Assessment Forms

FOUR (4) forms are required[5]:

Ref. No	Colour Code	Name of Form
1	Green	Report Supervisor Form
2	Red	Visiting Supervisor Confidential Form
3	Green	Employer Report (logbook &attendance)
4	Yellow	Employer Confidential Form

Note:
a) Form 1 needs to be filled in by the Report Supervisor (SMMTC)
b) Form 2 needs to be filled in by the Visiting Supervisor (UUM) and then needs to be submitted to the Report Supervisor
c) Form 3 and 4 needs to be submitted to the Organizational Supervisor (Employer) before students start their Industrial Training and collected at the end of the supervision and their Industrial Training
d) Please ensure that information is written completely and clearly on the front page of the forms

1.7.3   Evaluation Components

For the program B.Media Tech. (Hons) programme, the Industrial Traininggrade will be givenbased on the following criteria:

1)   Organizational Supervisor (Employer) Evaluation **
   - Employer Confidential Report (Form 4)   40%
   - Logbook (Form 3)   10%
   - Attendance (Form 3)   10%

2)   Visiting Supervisor Evaluation (Form 2)   10%

3)   Report Supervisor (SMMTC) Evaluation
   - Industrial TrainingReport (Form 1)   30%

** Organizational Supervisor (Employer) confidential report will take into accounts the following criteria:
   i.   Student discipline
   ii.   Ability to analyse

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[5]Downloadable at http://cas.uum.edu.my/

iii.   Personal leadership

iv.   The ability to communicate

1.8   BACHELOR OF SCIENCE WITH HONOURS (MULTIMEDIA)

The Industrial Training course code for BSc. (Hons) MM is **STMX3912** with credit value equivalent to **12 credits**. Students have to fulfil **24 weeks (6 months)** of Industrial Training at the chosen organization.BSc. (Hons) MM students are eligible to undergo Industrial Training course after accumulating at least 110 credit hours (i.e., on the 6th semester).

1.8.1   Objective(s) of Course

Upon completion of the course, students are expected to:

i.   acquire necessary soft skills along the process of Industrial Training

ii.   gain knowledge and skills through exposure to industrial/organization's operation

iii.   understand the process of writing a complete documentation

iv.   utilize the theories learned in the working environment

1.8.2   Assessment Forms

TWO (2) forms are required[6]:

Ref. Code	Colour Code	Name of Form
1	Green	Employer Confidential Report
2	Yellow	Report Supervisor Evaluation Form

Note:
a) Form 1 needs to be filled up by the Organizational Supervisor (Employer) and submitted to Report Supervisor (SMMTC) by the end of the Industrial Training.
b) Form 2 needs to be filled up by the Report Supervisor (SMMTC).
c) Please ensure that information is written completely and clearly on the front page of the forms.

1.8.3   Evaluation Components

Industrial Training evaluation is divided into **TWO (2)** components:

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[6]Downloadable at http://cas.uum.edu.my/

1)   Organizational Supervisor (Employer) Evaluation
- Employer Confidential Report (PRAK01)   **40%**

2)   Report Supervisor (SMMTC) Evaluation
- Report Supervisor Evaluation Form (PRAK02)   **60%**

Students must fulfil all the above evaluation components in order to complete the Industrial Training.

1.9 BACHELOR OF CREATIVE INDUSTRY MANAGEMENT WITH HONOURS

The Industrial Training course code for BCIM (Hons) is SCMX3912 with credit value equivalent to 12 credits. Students have to fulfil 24 weeks (6 months) of Industrial Training at the chosen organization. BCIM (Hons) students are eligible to undergo Industrial Training course after accumulating at least 124 credit hours (i.e., on the 6th semester).

BCIM (Hons) program gives students the opportunity to pursue Industrial Training in organizations compatible with their specialization area, so that students are able to obtain the maximum possible benefit. Normally agency/organization that is suitable for student's placement is in accordance with the following areas:

i.   Film and video production - Film production companies, media agencies, RTM, Media Prima, Video production companies
ii.   Music production–Music studios and Music Companies
iii.   Animation production - Animation studios
iv.   Interactive Media -Software house, online content development companies

1.9.1 Objective (s) of Course

Upon completion of the course, students are expected to:

i.   acquire necessary soft skills along the process of Industrial Training
ii.   gain knowledge and skills through exposure to industrial/organization's operation
iii.   understand the process of writing a complete documentation
iv.   utilize the theories learned in the working environment

1.9.2 Assessment Forms

TWO (2) forms are required:

Ref. Code	Color Code	Name of Form
1	Blue	Employer Confidential Report
2	Red	Report Supervisor Evaluation Form

Note:

a)   Form 1 needs to be filled up by the Organizational Supervisor (Employer) and submitted to Report Supervisor (SMMTC) by the end of the Industrial Training.

b)   Form 2 needs to be filled up by the Report Supervisor (SMMTC).

c)   Please ensure that information is written completely and clearly on the front page of the forms.

1.9.3 Evaluation Components

Industrial Training evaluation is divided into **TWO (2)** components:

1)   Organizational Supervisor (Employer) Evaluation
   - Employer Confidential Report (Form 1)   **40%**

2)   Report Supervisor (SMMTC) Evaluation
   - Report Supervisor Evaluation Form (Form 2)   **20%**
   - Logbook   **10%**
   - Report   **30%**

Students must fulfil all the above evaluation components in order to complete the Industrial Training.

CHAPTER 2

Industrial Training Scope

A.   GENERAL INFORMATION

In general, students are allowed to do any projects related to their respective programs. However, the project has to be proposed by the students and approved by the Report Supervisor (SMMTC). The Report Supervisor can discuss the project with Organizational Supervisor (Employer) to determine its appropriate scope.

B.   INFORMATION BY PROGRAMME

2.1   BACHELOR OF COMMUNICATION WITH HONOURS

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2.1.1   Scope of Research/Report

Each student is required to produce a report after the completion of Industrial Training. Students undergoing Industrial Training should take a serious view of reports being prepared. Industrial Training report covers 30% of the overallmarks. Students are advised to conduct research or Strength, Weakness, Opportunity and Threat (SWOT) analysis related to communication aspects of respective organizations such as organizational communication, development communication and communication technology.

Marks distribution is as follows:
- Introduction   5%
- Organizational Background   10%
- Communication Aspects in Organization   20%
- Analysis   30%
- Suggestion   20%
- Summary   5%
- Format and Presentation   10%

In order to fulfil the requirement, the students need to discuss with Report Supervisor (SMMTC) regarding the report/research scope. They also need to discuss with the Organizational Supervisor regarding the scope suitability.

Among the key reasons for the students to have focused report/research scopes are to :

    i.   prevent from using the company's annual report as final Industrial Trainingreport;
    ii.   encourage students to think creatively and critically on the scope of research undertaken;
    iii.   expose students to the research process;
    iv.   strengthen students' understanding of the application of the theories learned and how they could be practiced in the real settings especially in relations to administration and management;
    v.   increase students' understanding of the scope of the study i.e., communication and management aspects.

It is advisable for students to prepare themselves with appropriate research/report scope in order to ensure smooth flow of the writing process. The scope needs to be relevant to the program areas.

2.2   BACHELOR OF MEDIA TECHNOLOGY WITH HONOURS

2.2.1 Scope of Research/Report

Students must select and define the scope of project to be implemented during the discussion with the Report Supervisor (SMMTC). Selected scope must be adapted to the nature of the organization where the students do their Industrial Training.

Project scope is crucial to facilitate the students in getting the needed information for the project that they want to do. The scope of the project or analysis should include items related to the field of Media Technology.

The scope of the project or analysis should include items related to the sub-field of Media Technology:

- Advertising
- Broadcasting
- Journalism
- Interactive communications
- Or other appropriate sub-fields

2.3 BACHELOR OF SCIENCE WITH HONOURS (MULTIMEDIA)

2.3.1 Multimedia Project Requirement

BSc.(Hons)MM students are required to use a suitable methodology for the multimedia project development and prior to the project development they must ensure that a proper storyboard and script are constructed if required in the project.

2.3.2 Multimedia Project Scope

Project Category	Description
1. Video	- Should involve in all or either one of the three phases of video production: pre-production, production, and post-production. - Contents must show organization's corporate image such as organization background, product, and other relevance information. - For "Corporate Presentation": - Contents should be interesting and attractive but still reflect the organization culture and corporate image. - Video duration is around 8 to 10 minutes. - Video can be used for project bidding, meeting, and souvenirs. - For "Advertisement/TV Branding": - Students should be creative in incorporating all information in the limited time given. - Duration of advertisement is 1 minute (minimum) to 2 minutes (maximum). - In the case where the advertisement is too short (less than 30 seconds), more than one advertisement will be required. - For "Documentary": - Focuses on services or product of the organization (e.g.: documentary video regarding drug for National DrugAgency, documentary video regarding state development for state government, and documentary video regarding road traffic for Ministry of Road and Transport) - Duration is around 15-20 minutes.
2. Interactive Applications	- Interactive - Apply all elements of multimedia (e.g., text, graphic, video, sound, animation) - Example of project: augmented reality, virtual reality, mobile applications, web application, games, and etc.

3. Animation	• Should involve in all or either one of the three phases of video production: pre-production, production, and post-production. • For "3D Animation": ○ Duration of the show is around 2 to 10 minutes • For "2D Animation": ○ Duration of the show is around 2-5 minutes
4. Web Sites	• Contents must show organization's corporate image such as organization background, product, and other relevance information. • Exhibit skills learned during study (web design, web programming, database design, etc.)

2.4 BACHELOR OF CREATIVE INDUSTRY MANAGEMENT WITH HONOURS

2.4.1 Scope of Report

Each student is required to produce a report after the completion of Industrial Training. Students undergoing Industrial Training should take a serious view of reports being prepared. Industrial Training report covers 30% of the overall marks. The students need to discuss with Organizational Supervisor regarding the project or taskthat the student will involve. They also need to discuss with the Report Supervisor (SMMTC) regarding the scope suitability.

Among the key reasons for the students to have focused on report scopes are to:

i. get the understanding about the project and specific scope the student will get involve;
ii. strengthen students' understanding of the application of the theories and skills learned and how they could be practiced in the real settings;
iii. prevent from using the company's confidential informationin the report.

The report should consist:

	Content
1.	Introduction
2.	Organization Background
3.	Project Description
4.	Overall Experience
5.	Conclusion

Proposal Writing

A. GENERAL INFORMATION

A proposal is produced by the student to explain about future project in the organization. The proposal must be submitted to the Report Supervisor (SMMTC) **TWO (2)** weeks after the students registered at the organization.The proposal must be clear, concise, neat and written in either English or Bahasa Malaysia. The maximum numberof pages is **10** excluding appendices. The information on the front and last page of the proposalis as shown in Appendix A and B respectively. Student needs to discuss with the Organizational Supervisor (Employer) to determine appropriate project/research. The project/research scope must be agreed by both Organizational Supervisor (Employer) and the Report Supervisor (SMMTC). The proposal should be signed by the student and approved by the Organizational Supervisor (Refer Appendix B). Please refer to Chapter 5 for the format of the proposal.

B. INFORMATION BY PROGRAMME

3.1 BACHELOR OF COMMUNICATION WITH HONOURS

3.1.1 Proposal Contents

Every student undergoing Industrial Trainingis required to produce a written proposal within TWO (2) weeks of its commencement. Proposal components are as follows:

i. Introduction
ii. Organization
- Organization background
- Aspects of Communication practiced in the organizations involved

    iii.   Analysis/Projects to be implemented
    iv.   Suggestions
    v.   Summary
    vi.   References (using APA style)
    vii.   Appendix (if any)

To meet this goal, students are asked to discuss with the Report Supervisor (SMMTC) on the project scope.

3.2 BACHELOR OF MEDIA TECHNOLOGY WITH HONOURS

3.2.1 Proposal Contents

Every student undergoing Industrial Trainingis required to produce a written proposal within TWO (2) weeks of its commencement. Proposal components are as follows:

    i.   Introduction
    ii.   Organization
           o   Organization background
           o   Aspects of Media Technology applied by the organizations
    iii.   Analysis/Projects to be implemented
    iv.   Suggestions
    v.   Summary
    vi.   References (using APA style)
    vii.   Appendix (if any)

To meet this goal, students are asked to discuss with the Report Supervisor (SMMTC) on the project scope.

3.3 BACHELOR OF SCIENCE WITH HONOURS (MULTIMEDIA)

3.3.1 Proposal Contents

The proposal should consist of the following items:

Item	Description
1. Front page	Contains title of the project and details of student and supervisor.
2. Table of Content	Contains topic, sub-topic and page number.
3. List of Figures	List any illustrations or figures (if more than 5 illustrations or figures)
4. Introduction	Explain goals, problem statement, objective, project scope

	and project significance precisely.
5. Project Planning	Discuss on: ■ Methodology ■ Feasibility study (including tools, software, cost, and Gantt chart)
6. Summary	Prepare summary of the proposed project
7. References	Include all relevant references
8. Appendices	Include all attachments (if any)

Below is an example of the contents of a proposal:

1.0 Introduction
1.1 Problem statement
1.2 Objective
1.3 Scope
2.0 Project Planning
2.1 Methodology
2.2 Feasibility study (Project Requirements)
      2.2.1 Tools (hardware, software, database, and etc.)
      2.2.2 Cost estimation
2.3 Gantt chart
3.0 Summary
References
Appendices

3.4 BACHELOR OF CREATIVE INDUSTRY MANAGEMENT WITH HONOURS

3.4.1 Proposal Contents

Every student undergoing Industrial Training is required to produce a written proposal within TWO (2) weeks of its commencement. Proposal components are as follows:

    i.   Introduction
    ii.   Organization background
    iii.   Project to be implemented
    iv.   Project Planning
    v.   Summary
    vi.   References (using APA style)
    vii.   Appendix (if any)

To meet this goal, students are asked to discuss with your Organization Supervisor on the project scope.

4

Logbook Writing

A. GENERAL INFORMATION

4.1 Logbook Requirements

During Industrial Training, students are required to record their daily activities at the organization. Students are advised to always keep the record updated daily. Logbook must be approved by the Organizational Supervisor by signing each sheet of the book.

For B.Comm. (Hons) and B.MediaTech. (Hons) students, the logbook will be reviewed by the Visiting Supervisor (UUM) during the Industrial Training visit. Hence, students need to prepare their logbook during the visits. However, marks[7] for logbook (and attendance form) will be given by the Organizational Supervisor (Employer).

Logbook must be filled each day by the students. The purposes of writing a logbook are to:

i.   facilitate the students to reflect on the activities that have been carried out
ii.   enable the students to learn and improve their performance based on their given tasks in the organization
iii.   enable supervisors to monitor the student's learning activities and to advise him/her whenever necessary

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[7]Only applicable to B.Comm and B.Media Tech. students

Among the things that need to be recorded in the logbook are:

i.   Date, day and time of the activities - it should be clearly stated and in correct sequence.
ii.   Location, type and purpose of the activity.
iii.   Personnel who deal with the students- whether from the organization or client.
iv.   Organizational Supervisor (Employer) remarks on the reported activities.

4.2   Sample of Logbook Writing

Day/Date: Monday, June 16, 2012: 8:00am to5:00pm

Venue: Section News, Malaysian National News Agency (BERNAMA)
Activities:

In the office- Reviewing the list of event/news coverage to be attended. Obtain assignments and details information on form news coverage that is required by chief journalist/editor. Discuss with the photographer on assignment and type of photographs/pictures required.

At assigned locations- Obtain information about the event/press conference attended. Interviewed clients.

At the office: Write news about the event/press conference and submit articles and related photos to the chief journalist for review. News that has been revised will be sent to the sub editor, for editing process. Help editor to improve and provide additional information related to news content if necessary.

Customer: Source news from all walks of life.

Note: Customers helped to obtain the necessary information.

Additional notes:
The preparation of logbook must be in sequence and not only depends on the day, but maybe if the day students are required to be in a separate unit, it should be recorded in the unit's activities.

4.3   Additional Information

i.   Logbook's template can be downloaded from CAS website.
ii.   Students are required to submit hardcopy of logbook to be reviewed and signed by the Organizational Supervisor (Employer) at least once a week.
iii.   Make sure the activities recorded in the logbook are written neatly.

CHAPTER 5

Final Report Writing

A.   GENERAL INFORMATION

The Industrial Training final report is one of the required components. The report must follow the defined specifications. The report must be prepared by the student based on their project/research and experience during Industrial Training. The report will be evaluated by the Report Supervisor (SMMTC). Students who fail to submit the final report within the timeframe will be given **Incomplete Grade** (*TL*). Any application for TL grade must get the Report Supervisor's approval. After 8 weeks, student will be given **F** grade if he/she fails to submit the final report (please refer to general Industrial Training regulation for TL grade).

B.   INFORMATION BY PROGRAMME

5.1   BACHELOR OF COMMUNICATION WITH HONOURS

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5.1.1   Report Writing Guideline

a.   The Length of Report

The length of Industrial Trainingfinal report is between 30 to 50 typed pages with interval of two lines (double spacing). Consent should be obtained from the Report Supervisor (SMMTC) if exceeds the number of pages specified.

b.   Writing References

Reference for the final report shall be the latest and follow the format of the American Psychological Association (APA)[8].

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[8]For BSc.MM (Hons.) students, they are also allowed to use IEEE reference format. See Chapter 7.

5.1.2 Final Report Contents

The final report should include at least the following:

5.1.2.1   Declaration (refer Appendix E)

This page consists of the following items:
  i.   Short declaration statement and course code (at the top page)
  ii.   Student's name and matric number (in the middle of the page)

5.1.2.2   Disclaimer (refer Appendix F)

This page contains statement to claim validity and copyright of the report contents. Student needs to write down the student's name and matric number.

5.1.2.3   Acknowledgement

This page contains the acknowledgement to all parties (individuals or institutions) who assist in the project implementation. The acknowledgement must be simple and concise.

5.1.2.4   Abstract

Abstract is the essence of the whole report and needs to be given a special attention as main text. References should not be cited in the abstract, but **if it is necessary**, use footnote. Avoid using any abbreviations or acronyms.

Abstract should **not exceed 300 words**. It must contain fact-specific issues, a brief explanation of the project; main findings including the facts that are significant (or not) and conclusion. This summary should be typed in single spacing in only one page, and one paragraph.

5.1.2.5 List of Tables

This list contains all table titles exactly like in the text. Information that needs to be included is table number, title and page number.

Example:

List of Tables

Table No.	Caption	Page
Table 1.1	List of computer	2
Table x.x	…	…

5.1.2.6 List of Figures

This list includes graphs, figures, maps and other illustrations. The title of figures must follow the captions of figures in the report. The information must have figure number, title and page number.

Example:

List of Figures

Figure No.	Caption	Page
Figure 1.1	Organization Chart	5
Figure x.x	…	…

5.1.2.7 List of Abbreviations

This list includes all the abbreviations used in the report. The information must have the abbreviation andthe meaning of the abbreviation.

Example:

List of Abbreviations

MOSTI	Ministry of Science, Technology, and Innovation
RTM	Radio Televisyen Malaysia

5.1.2.8   Chapter 1: Introduction

This section describes the research problem statement, research questions and objectives of the study, literature review, research hypotheses, the importance of the study and conceptual framework of the study.

5.1.2.9   Chapter 2: Organization Background

This section explains the organization's profile, the history of the organization, the organization logo, vision and mission of the organization, organizational unit, organization staff, and organization charts.

5.1.2.10   Chapter 3: Aspects/Issues of Study

Among the related communication issues are organizational communication and communication and social change. For instance, students can conduct research on factors affecting women leadership in an organization. Students may apply qualitative method such as interviewing the relevant staff in the organization in order to obtain data which will subsequently able to answer the research questions and objectives of the study.

5.1.2.11   Chapter 4: Method of Study

This section describes the method(s) of the study which are quantitative and/or qualitative methods. Student may choose any method for his/her report. The choice of a method should be described in more depth in terms of study design, population and sample, instrument, measurement of variables, data collection procedures, and data analysis. If the students decide to use Strength, Weakness, Opportunity and Threat (SWOT), each dimension needs to be elaborated in details.

5.1.2.12   Chapter 5: Analysis and Dicussion

For the quantitative method, the data analysisis done by using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics (score, percentage, frequency, mean and standard deviation) were used in this study. Inferential statistics is also used as a T-test, ANOVA, and Pearson correlation to test variables, independent and dependent variables are formed from the hypotheses and the conceptual framework of the study. This discussion is based on analysis and interpretation to describe whether there is or there is no relationship between the independent and dependent variables.

For the qualitative method, the data will be analyzed using thematic analysis. Thematic analysis describes the data through research questions being studied. Explanatory information communicated by the subjects (informants) contains a

theme and category information. In terms of the discussion, the excerpts interview of subjects can be used as basis for the in-depth discussion. Each theme has been identified and translated analytically and critically.

If the students decide to use Strength, Weakness, Opportunity dan Threat (SWOT), each dimension needs to be elaborated in details.

5.1.2.13   Chapter 6: Suggestion

This section requires students to list and elaborate on the recommendations regarding the organization's management practices and future research.

5.1.2.14   Chapter 7: Conclusion

The conclusion is a summary to recall the students about the purposes and objectives of the study. You need to provide comments on the outcome of the study whether the study has fulfilled the questions and objectives of the study. In addition, the implications of the study in terms of the methods used and the results are also summarized in this section.

5.1.2.15   References

The reference list is a list of the record source that you need to refer in the text. Reference source consists of books, journal articles, magazines, newspapers and others. The style of writing in the style of the reference list must be the latest American Psychological Association (APA) edition.

5.2   BACHELOR OF MEDIA TECHNOLOGY WITH HONOURS

Follow the same guideline and contents as explained in Section 5.1 above EXCEPT for the following:

Chapter 3: Aspects/Issues of Study

Among related media technology issues are broadcasting, journalism and advertising. For instance, students can conduct research on the factors that influence the career path of producer of radio stations, journalists or advertisers. Students may apply qualitative method such as interviewing the relevant staff in the organization in order to obtain data which will subsequently able to answer the research questions and objectives of the study.

5.3   BACHELOR OF SCIENCE WITH HONOURS (MULTIMEDIA)

5.3.1   Report Writing Guidelines

The Industrial Training final report should be written either in Bahasa Malaysia or English. The report should not exceed **50 printed pages** excluding appendices. The entire final report must be consistent and uniform. Please refer Chapter 6 for the format of the report.

5.3.2   Final Report Contents

The final report consists of THREE (3) main parts which are:

Section I: Report Introduction
Section II: Body of the report
Section III: References/Bibliography and Appendices

All of these three main parts must be organized and given page number accordingly based on the following table:

Section	Order	Item	Page Numbering
I	1	Title Page	*No page number*
	2	Declaration	
	3	Acknowledgement	Using Roman small letters (starting with iii)
	4	Disclaimer	
	5	Executive Summary	
	6	Table of Contents	
	7	List of Tables	
	8	List of Figures	
	9	Abbreviations	
II	10	Body of Report • Chapter 1: Introduction • Chapter 2: Project Description • Chapter 3: Overall Experience • Chapter 4: Conclusion	Using number (starting with number 1)
III	11	References/Bibliography	
	12	Appendices	

5.3.2.1   SECTION I: Report Introduction

The report introduction consists of several components (or pages) including title page, declaration, acknowledgement, disclaimer, executive summary/abstract, table of contents, list of tables, list of figures and abbreviations.

i)   Title Page (refer Appendix D)

This page consists of the following information:
    (i)   Full project title (middle of the page)
    (ii)   Place of Industrial Training (bottom of the page)

The title must explain the main project and the maximum length is up to 15 words.

ii)   Declaration (refer Appendix E)

This page consists of the following items:
    iii.   Short declaration statement and course code (at the top page)
    iv.   Student's name and matric number (in the middle of the page)

iii)   Acknowledgement

This page contains the acknowledgement to all parties (individuals or institutions) who assist in the project implementation. The acknowledgement must be simple and concise.

iv)   Disclaimer (refer Appendix F)

This page contains statement to claim validity and copyright of the report contents. Student needs to write down the student's name and matric number.

v)   Executive Summary (Abstract)

Executive Summary is the essence of the whole report and needs to be given a special attention as main text. References should not be cited in the Executive Summary, but **if it is necessary**, use footnote. Avoid from using any abbreviations or acronyms.

Executive Summary should **not exceed 300 words**. It must contain fact-specific issues, a brief explanation of the project; main findings including the facts that are significant (or not) and conclusion. This summary should be typed in single spacing in only one page, and one paragraph.

Example:

Online management system is one of a web-based application that could help organizations in enhancing their productivity, encouraging greater customer participation, and enabling mass customization, besides reducing costs. Online management system or electronic management can be defined as a process to manage data, information and making communication through the Internet. The process could be implemented in different categories of technology such as real-time system, web-based system, and mobile applications. Thus, the journal management system has great potential to be integrated with the web application. With the need for faster publishing process and complexity of management process, an online management system for journal is proposed.

vi)   Table of Contents

Table of Contents should follow the order, with relevant page number, all section and sub-section, topic and sub-topic; list of references, acronyms and others overall report function; appendices and indices (if any).

TABLE OF CONTENTS

vii)   List of Tables

This list contains all table titles exactly like in the text. Information that needs to be included is table number, title and page number.

Example:

List of Tables

Table No.	Caption	Page
Table 1.1	List of computer	2
Table x.x	…	…

viii)   List of Figures

This list includes graphs, figures, maps and other illustrations. The title of figures must follow the captions of figures in the report. The information must have figure number, title and page number.

Example:

List of Figures

Figure No.	Caption	Page
Figure 1.1	Organization Chart	5
Figure 1.2	……..	..

ix)   List of Abbreviations

This list includes all the abbreviations used in the report. The information must have the abbreviation andthe meaning of the abbreviation.

Example:

List of Abbreviations

WWW	World Wide Web
HTML	Hyper Text Mark-up Language

5.3.2.2   SECTION II: Body of Report

Report contents should consist of four main chapters namely Introduction, Project Description, Overall Experience and Conclusion. At the end of each chapter (except chapter conclusion), a summary of the chapter should be provided to formulate ideas/body of the chapter. The following is the breakdown of the report:

Chapter 1: Introduction
    1.1 Organization Background
    1.2 Organization Business
    1.3 ChapterSummary

Chapter 2: Project Description
    2.1 Project Introduction
        2.1.1 Problem Statement
        2.1.2 Project Objective
        2.1.3 Project Scope
        2.1.4 Significance of Project
    2.2 Methodology
    2.3 Weaknesses and Recommendation
    2.4 Chapter Summary

Chapter 3: Overall Experience
    3.1 Other Assignment in the Organisation
        3.1.1 List of Tasks
        3.1.2 Industrial Training Problem
    3.2 Industrial Training Effectiveness
        3.2.1 Industrial Training Objectives Achievement
        3.2.2 Learning Outcome during Industrial Training
    3.3 Recommendation and Suggestion
    3.4 Chapter Summary

Chapter 4: Conclusion

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i)   Chapter 1: Introduction

Introduction should include two main topics; the organization background and an overall observation of the entire organization. Organization background contains basic information such as a brief organization history, management, objective, organization mission and vision. Overall observation covers overall aspect of organization specialization and roles. Discussion of related topics should not exceed two pages each respectively.

ii)   Chapter 2: Project Description

Chapter 2 covers detail explanation on the MAIN project. This chapter consists of introduction of the project, project methodology, weaknesses and recommendations. Problem statement of the chosen project, objective, project scope and project significance must be explained in the introduction of the project. The chosen methodology must be suitable with the project scope. Each phase needs to be explained in detail together with related deliverables. BSc. (Hons) MM students who developed specific multimedia project such as video clip, documentary, and animation (not limited to) must include the storyboard and script in details.

*Note***:**
Project design must include description of the technical specification in this chapter.

iii)   Chapter 3: Overall Experience

Chapter 3 aims to report the activity of other project (other than the main project) throughout the Industrial Training. In this chapter, relevant activities/projects should be listed clearly. Students also need to report any problem encountered throughout the Industrial Training.

In addition, students need to explain whether the Industrial Training has achieved its objectives. Learning outcomes/experiences also need to be explained in detail.

iv)   Chapter 4: Conclusion

Conclusion is the summation of all chapters. Students need to provide clear and solid conclusion that reflects project done during the Industrial Training.

Note:
In this chapter, explanation/description on how the Industrial Training meets the objective should be included.

5.3.2.3   SECTION III: References/Bibliography and Appendices

Section III covers the provision of list of bibliography and appendices. Both items are important to provide readers with a referral or obtain additional declaration on the matter.

i)   References/Bibliography

Bibliography should follow the provided format and style. Please refer to Chapter 7 for examples.

ii)   Appendices

If any, appendices need to be attached after the references. Details of the attachment should be listed in the table of contents. Page number is needed in every appendix. If there is more than one, use letter A, B, C, and D at the beginning of the title of each appendix. Every new appendix must start with new page. Some good examples for appendices are:

- UML diagrams
- Storyboard
- Script
- User manual
- Network design
- Flow chart
- Gantt chart
- Source code
- Organization chart, etc.

5.4   BACHELOR OF CREATIVE INDUSTRY MANAGEMENT WITH HONOURS

Follow the same guideline and contents as explained in Section 5.3 above EXCEPT for the following:

ii) Chapter 2: Project Description

Chapter 2 covers detail explanation on the MAIN project. This chapter explains in detail the involvement of the student in the project according to the production phase. The explanation should come together with related deliverables such as the storyboard and script, screen capture of the system, event picture etc. Media Interactive projects may include description on the design of the system and the technical specification.

CHAPTER

6

Proposal & Final Report Format

A.   GENERAL INFORMATION

Industrial Training proposal and final report must be prepared and typed clearly. Writing format for both proposal and final report must be standardized based on the format given.

6.1   Font Type and Size

Use *Times New Roman*. Specifications include:

(i)   Font size 12 for the text including the main topics. The main topics must be written in uppercase (capital letter) and should be bold.

(ii)   The font size for subtopics is also 12. Write the subtopics in title case and bold.

> *Example:*
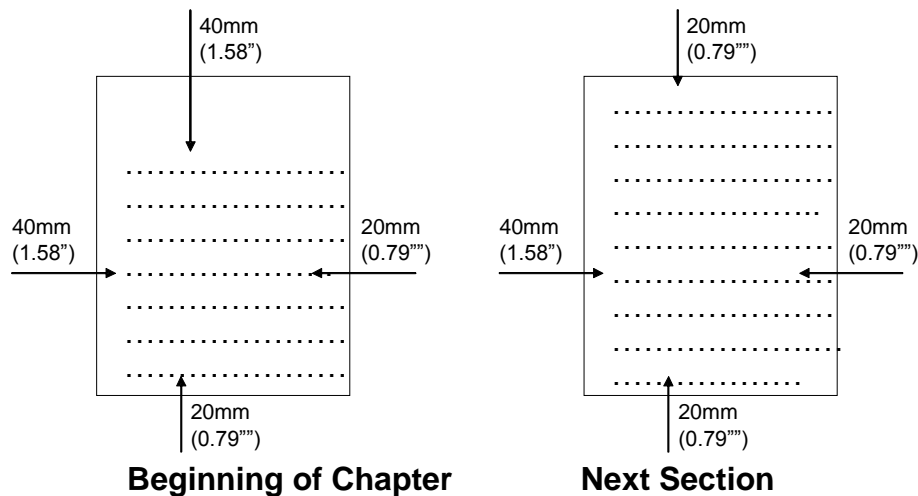> ### 1.0 MAIN TOPIC
>
> ### 1.1 Subtopic
>
> ### 1.1.1 More Sub-subtopics

(iii)   Font size for captions on tables and figures is 10.

(iv)   Use word processor that can give you a standard typing format.

(v)   The usage of headers and footers is not allowed.

6.2   Margin

Margin on the left hand side of the report is 40mm (1.58") and 20mm (0.79") on the right, top and bottom side; except for the beginning of the chapter, where the top margin must be at least 40mm (1.58").

| **Beginning of Chapter** | **Next Section** |

6.3   Heading and Subheading

Use a consistent numbering format (refer to the example below). The position of the subtopics must align with the main topics (no indentation is needed).

Example:

1.0 MAIN TOPIC	… Level 1
1.1 Subtopic for 1.0	… Level 2
1.1.1 Proportion of Subtopic 1.1	… Level 3
a) Proportion for 1.1.1	… Level 4
i) Proportion for a)	… Level 5

Note: Please refer to the Technical Report Writing text book or any academic writing books.

6.4   Spacing

Proposal must be typed in single spacing, whereas the final report must be typed in 1.5 spacing. The main section (chapter) must begin on a new page.

The following item must be typed in single spacing in the final report:
   (i)   Foot note
   (ii)   Quotation that exceeds three lines
   (iii)   References
   (iv)   Table
   (v)   Appendices, e.g. questionaires, letters, etc.

6.5   Paging

(i)   Page numbers must be continuously counted. It should be without any brackets, hyphens or other decorations.

(ii)   Page number before the first chapter of the report must be written using small Roman numbers. No numbering is needed for the Title Page.

(iii)   The page numbering starts from the first page of the first chapter of the report.

6.6   Table and Figure

Tables should be labelled in sequence according to the chapter/section in the report and written in title case. The caption for a table is written at the top of the table. The format is as follows:

Table <Chap>.<Table No>:<Name/Table Topic>

Example:

Table 5.1: Tabulation of Computer Users in Malaysia's Northern States

	Perlis	**Kedah**	**Penang**
1995	1000	1200	2971
1996	1500	1800	3654
1997	1572	1890	3985
1998	1602	1906	4576
1999	1680	1950	4867
2000	1750	2103	6514
2001	1890	2500	7514
2002	1990	2530	8245
2003	2504	2641	9987

Based on the above example, the caption for the table begins with "**Table 5.1**" which shows that the table is the **first** table in Chapter **5**.

The same goes for figures except that the caption for a figure is written at the bottom of the figure. The format is as follows:

Figure <Chap>.<Figure No>:<Name/Figure Topic>
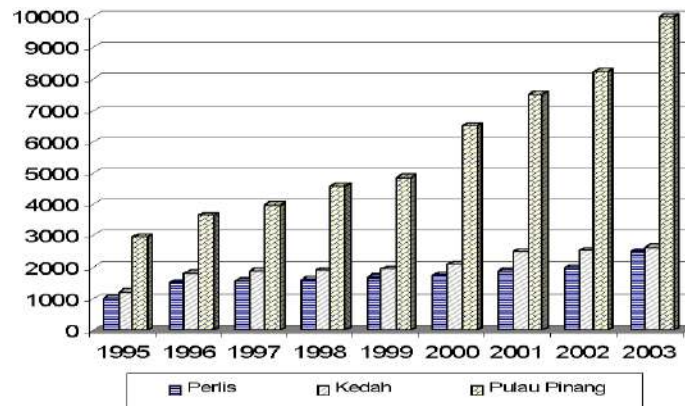
Example:

Figure 1.2: Availability of Computers in Malaysia's Northern States

Based on the above example, the caption for the figure begins with "**Figure 1.2**" which shows that the figure is the **second** figure in Chapter **1**.

7

Reference Format and Style

A.   GENERAL INFORMATION

All references must be relevant, cited and placed after **the final chapter of the report**. Each reference must be consistent and follow the writing practices procedures below:

- Each entry must start at the left margin with the second line indented four spaces and in single spacing (refer example).

- If there are more than two works by one author, the repetition name can be avoided by replacing with continuous line throughout 8 column (space) start at left margin.

- If the author is unknown, the entries are arranged according alphabetically (excluding "The","A" and others).

7.1   Citation in the Text

Entries in the reference should follow one of the following formats:

- **IEEE/ACM format** (http://standards.ieee.org/guides/style/) **for BSc. (Hons) MM OR**
- **APA format** (http://www.apastyle.org/) **for any programme**

7.2   IEEE/ACM Format

In IEEE/ACM format, citing the reference is made by refering its referred number. Each of the relevant reference must be enclosed in square bracket, e.g. [1] or [25], positioned at the same line in the text, with a space before the bracket. Each number must correspond to the numbered reference containing publication information about the source cited. Once a source has been cited, the same number is used in all subsequent references.

Examples of the citation are as follow:

> "...seperti dalam kajian [13]."
> "This theory was first put forward in 2008 [1]."
> "John [12] has argued that......."
> "Several recent studies [3, 4, 15, 16] have suggested that..."
> "A few researchers [1]-[5] basically agreed that ..."
> "For example, see [7]."

If citing more than one source at a time, list each reference number separately with a comma or dash. For example:

> [1], [3], [5]   or   [1, 3, 5]
> [1] - [5]   or   [1-5]

List of reference must be provided at the end of the report based on the order of citation used in the text, not in alphabetical order. **One reference number is for one reference**.

The reference format is based on different types of references. The examples of IEEE/ACM style format are as follows:

1. <u>Printed Documents</u>

General format:
[#]Author/editor, A. A., *Title: Subtitle* (in *italics*)**, Edition** (if not the first)**, Vol.**(if a multivolume work)**. Place of publication: Publisher, Year, page number(s)** (if appropriate).

Single Author
[1] Chen, W.-K., *Linear Networks and Systems*. Belmont, CA: Wadsworth, 1993, pp. 123-135.

Edited Work
[2] Sarunyagate, D., Ed., *Lasers*. New York: McGraw-Hill, 1996.

Later Edition

[3] DeMers, M. N., *Fundamentals of Geographic Information Systems*, 3rd ed. New York: John Wiley, 2005.

More than one Author

[4] Jordan, T., and Taylor, P. A., *Hacktivism and Cyberwars: Rebels with a cause?* London: Routledge, 2004.

[5] Gelinas, U. J., Jr., Sutton, S. G., and Fedorowicz, J., *Business processes and information technology*. Cincinnati: South-Western/Thomson Learning, 2004.

Many Authors

[6] Hayes, R., Pisano, G., Upton, D., and Wheelwright, S., *Operations, Strategy, and Technology: Pursuing the competitive edge*. Hoboken, NJ: Wiley, 2005.

Series

[7] Bell, M., et al., *Universities Online: A survey of online education and services in Australia*, Occasional Paper Series 02-A. Canberra: Department of Education, Science and Training, 2002.

Corporate Author (i.e. a company or organization)

[8] World Bank, *Information and Communication Technologies: A World Bank group strategy*. Washington, DC: World Bank, 2002.

Complete Conference Proceeding

[9] van Weert, T. J., and Munro, R. K., Eds., *Informatics and the Digital Society: Social, ethical and cognitive issues: IFIP TC3/WG3.1&3.2 Open Conference on Social, Ethical and Cognitive Issues of Informatics and ICT, July 22-26, 2002, Dortmund, Germany*. Boston: Kluwer Academic, 2003.

Unpublished Conference Proceeding

[10] Nimr, H. A., "Defuzzification of the outputs of fuzzy controllers," presented at 5th International Conference on Fuzzy Systems, Cairo, Egypt, 1996.

Government Publication

[11] Australia. Attorney-GeneralsDepartment.*Digital Agenda Review*, 4 Vols. Canberra: Attorney- General's Department, 2003.

Manual

[12] Bell Telephone Laboratories Technical Staff, *Transmission System for Communications*, Bell Telephone Laboratories, 1*995.*

Catalogue

[13] Catalog No. MWM-1, *Microwave Components*, M. W. Microwave Corp., Brooklyn, NY.

Application Notes
[14] Hewlett-Packard, Appl. Note 935, pp. 25-29.

Note: This type of reference are not italicized or capitalized. Capitalized is only for the first word of a report.

Technical Report
 [15] Elliott, K. E., and Greene, C. M., "A local adaptive protocol," Argonne National Laboratory, Argonne, France, Tech. Rep. 916-1010-BB, 1997.

Patent/Standard
[16] Kimura, K., and Lipeles, A., "Fuzzy controller component" U. S. Patent 14,860,040, December 14, 1996.

Thesis or Dissertation
[17] Zhang, H., "Delay-insensitive networks," M.S. thesis, University of Waterloo, Waterloo, ON, Canada, 1997.
[18] Dixon, M. W., "Application of neural networks to solve the routing problem in communication networks," Ph.D. dissertation, Murdoch University, Murdoch, WA, Australia, 1999.

Note: The first letter in the title of a book or conference and word of a subtitle must be capitalized.

2.   Part of the Book

Parts of a book means chapter or edited work from collective of individual author/s work but are included as a collection or textbook edited by others.

General format:
[#]Author of Part, A. A., "Title of chapter or part," in *Title: Subtitle of book*, Edition, Vol., A. Editor Ed. Place of publication: Publisher, Year, pp. inclusive page numbers.

Note: Capitalize only the first letter of an article or a book chapter.

Single Chapter from Edited Work
[1] Young, G. O., "Synthetic structure of industrial plastics," in *Plastics*, 2nd ed., vol. 3, J. Peters, Ed. New York: McGraw-Hill, 1964, pp. 15-64.

Conference or Seminar Paper
[2] Osifchin, N., and Vau, G., "Power considerations for the modernization of telecommunications in Central and Eastern European and former Soviet Union (CEE/FSU) countries," in *Second International Telecommunications Energy Special Conference*, 1997, pp. 9-16.

Article in an Encyclopedia

[3] Strimpel, O. B. R., "Computer graphics," in *McGraw-Hill Encyclopedia of Science and Technology*, 8th ed., Vol. 4. New York: McGraw-Hill, 1997, pp. 279-283.

3. Journal Articles

General format:
[#]Author of article, A. A., "Title of article," *Title of Journal*, **vol. #, no.#, pp. page number/s, Month year.**

Examples :
[1] Duncombe, J. U., "Infrared navigation - Part I: An assessment of feasability," *IEEE Trans. Electron. Devices*, vol. ED-11, pp. 34-39, Jan. 1959.
[2] Liu, G., Lee, K. Y., and Jordan, H. F., "TDM and TWDM de Bruijn networks and shufflenets for optical communications," *IEEE Trans. Comp.*, vol. 46, pp. 695-701, June 1997.
[3] Qamber, I. S., "Flow graph development method," *Microelectronics Reliability*, vol. 33, no. 9, pp. 1387-1395, Dec. 1993.
[4] Miller, E. H., "A note on reflector arrays," *IEEE Transactions on Antennas and Propagation*, to be published.

Note: Phrase *et al.* means "and others."

4. Electronic Document

E-books
General format:
[#] A. Author. *Title of E-book*. **Place: Publisher, Date of original publication. [Format] Available: Source**.

Standard Electronic Documents
[1] Eckes, T., *The Developmental Social Psychology of Gender*. Mahwah NJ: Lawrence Erlbaum, 2000. [E-book] Available: netLibrary e-book.

Article in Online Encyclopedia (e.g. Wikipedia.org)
[2] Ince, D., "Acoustic coupler," in *A Dictionary of the Internet*. Oxford: Oxford University Press, 2001. [Online]. Available: Oxford Reference Online, http://www.oxfordreference.com. [Accessed: May 24, 2005].
[3] Nance, W. D., "Management information system," in *The Blackwell Encyclopedic Dictionary of Management Information Systems*, G.B. Davis, Ed. Malden MA: Blackwell, 1999, pp. 138-144. [E-book]. Available: NetLibrary e-book.

e-Journals

General format:
[#] A. Author, "Title of Article," *Title of Journal*, **vol., no., p. page numbers, month year. [Format]. Available: Database Name** (if appropriate)**, internet address. [Accessed date of access].**

Standard e-Journals
[1] Kimour, M. T., and Meslati, D., "Deriving objects from use cases in real-time embedded systems," *Information and Software Technology*, vol. 47, no. 8, p. 533, June 2005. [Abstract]. Available: ProQuest, http://www.umi.com/proquest/. [Accessed May 12, 2005].

Journal Article from Online Full-text Database
[2] Edwards, H. K., and Sridhar, V., "Analysis of software requirements engineering exercises in a global virtual team setup," *Journal of Global Information Management*, vol. 13, no. 2, p. 21+, April-June 2005. [Online]. Available: Academic OneFile, http://find.galegroup.com. [Accessed May 31, 2005].

Journal Article from a Scholarly Journal
[3] Altun, A., "Understanding hypertext in the context of reading on the web: Language learners' experience," *Current Issues in Education*, vol. 6, no. 12, July 2003. [Online]. Available: http://cie.ed.asu.edu/volume6/number12/. [Accessed Dec. 2, 2004].

Journal Article from e-Journal Subscription
[4] Eilers, P. H. C., and Goeman, J. J., "Enhancing scatterplots with smoothed densities," *Bioinformatics*, vol. 20, no. 5, pp. 623-628, March 2004. [Online]. Available: www.oxfordjournals.org. [Accessed Sept. 18, 2004].

Newspaper article from Online Database
[5] Riley, J., "Call for new look at skilled migrants," *The Australian*, p. 35, May 31, 2005. Available: Factiva, http://global.factiva.com. [Accessed May 31, 2005].

Newspaper Article from the Internet
[6] Wilson-Clark, C., "Computers ranked as key literacy," *The West Australian*, para. 3, March 29, 2004. [Online]. Available: http://www.thewest.com.au. [Accessed Sept. 18, 2004].

5. Internet Document

General format:

[#] Author, A., "Document title," *Webpage name*, **Source/production information, Date of internet publication.[Format]. Available: URL. [Accessed: Date of access].**

Professional Internet Site

[1] European Telecommunications Standards Institute, "Digital Video Broadcasting (DVB): Implementation guidelines for DVB terrestrial services; transmission aspects," *European Telecommunications Standards Institute*, ETSI TR-101-190, 1997. [Online]. Available: http://www.etsi.org. [Accessed: Aug. 17, 1998].

Personal Internet Site

[2] Sussman, G., "Home page - Dr. Gerald Sussman," July 2002. [Online]. Available: http://www.comm.pdx.edu/faculty/Sussman/sussmanpage.htm [Accessed: Sept. 12, 2004].

General Internet Site

[3] Geralds, J., "Sega Ends Production of Dreamcast," *vnunet.com*, para. 2, Jan. 31, 2001. [Online]. Available: http://nl1.vnunet.com/news/1116995. [Accessed: Sept. 12, 2004].

Internet Document, with No Author Given

[4] "A 'layman's' explanation of Ultra Narrow Band technology," Oct. 3, 2003. [Online]. Available: http://www.vmsk.org/Layman.pdf. [Accessed: Dec. 3, 2003].

6. Non-Book Formats

General format:

[#]Person, A. A., Responsibility (if appropriate)**,** *Title: Subtitle*. **[Format].Special credits** (if appropriate)**. Place of publication: Publisher, Year**.

Podcasts

[1] Brown, W., and Brodie, K., Presenters, and P. George, Producer, "From Lake Baikal to the Halfway Mark, Yekaterinburg", *Peking to Paris: Episode 3*, Jun. 4, 2007. [Podcast television programme]. Sydney: ABC Television. Available: http://www.abc.net.au/tv/pekingtoparis/podcast/pekingtoparis.xml. [Accessed Feb. 4, 2008].

Other formats:

Microforms
[2] W. D. Scott & Co, *Information Technology in Australia: Capacities and opportunities: A report to the Department of Science and Technology*. [Microform]. W. D. Scott & Company Pty. Ltd. in association with Arthur D. Little Inc. Canberra: Department of Science and Technology, 1984.

Computer Games
[3] *The Hobbit: The prelude to the Lord of the Rings*. [CD-ROM]. United Kingdom: Vivendi Universal Games, 2003.

Software
[4] Thomson ISI, *EndNote 7*. [CD-ROM]. Berkeley, Ca.: ISI ResearchSoft, 2003.

Video Recording
[5] Rogers, C., Writer and Director, *Grrls in IT*. [Videorecording].Bendigo, Vic. : Video Education Australasia, 1999.

7.3   APA Format (6th Edition)

The examples of APA style format are as follows**:**

Book, one author
McKibben, B. (1992). *The age of missing information*. New York, NY: Random House.

Book, multiple authors
Larson, G. W., Ellis, D. C., & Rivers, P. C. (1984). *Essentials of chemical dependency counseling*. New York, NY: Columbia University Press.

Edited book (editor in place of author)
Inness, S. A. (Ed.). (1998). *Delinquents and debutantes: Twentieth-century American girls' cultures.*New York, NY: New York University Press.

Journal Article (continuous pagination throughout volume), more than seven authors:

Caselli, D., Carraro, F., Castagnola, E., Ziino, O., Frenos, S., Milano, G. M., . . .Aric, M. (2010).Morbidity of pandemic H1N1 influenza in children with cancer. *Pediatric Blood & Cancer, 55,* 226-228. doi:10.1002/pbc.22619

Journal Article (paginated by issue):

Klimoski, R., & Palmer, S. (1993). The ADA and the hiring process in
  organizations. *Consulting Psychology Journal: Practice and Research, 45*(2),
  10-36. doi:10.1037/1061-4087.45.2.10

Magazine Article:

Bower, B. (2008, Feb. 9). Dawn of the city: Excavations prompt a revolution in
  thinking about the earliest cities. *Science News, 173*(6), 90-92. Retrieved
  from

http://www.sciencenewsmagazine.org/

Newspaper Article:

Heinlein, G. (2007, July 24). Michigan smoking ban takes big step. *Detroit
  News.* Retrieved from http://www.detnews.com

**Online Video & Audio - YouTube-type Video Blog Post (Note that titles are not
  italicized)**

Goyen, A. (2007, February 22). Downtown Marquette dog sled races [Video file].
  Retrieved from http://www.youtube.com/watch?v=gW3CNCGGgTY

Video Webcast from Television Series Single Episode ABC News (Producer).
  (2007, September 21). Dying professor's lecture of a lifetime [Video
  webcast]

[Television series episode].In *Good Morning America.Person of the
  Week.* Retrieved from
  http://abcnews.go.com/GMA/PersonOfWeek/Story?id=3633945&page=1

Audio Podcast

Charney, T. (Producer). (2007). *Ashes to hope: Overcoming the Detroit riots. U.P.
  Family Still Struggles to Deal With Pressure of '67 Riot* [Audio podcast].
  Retrieved from http://www.michiganradio.org/

7.4   Preparing Reference List

The reference list should appear after the final chapter of the report on a new page. The title *Reference* should be at the top of the page either on the left or middle where the entries should be in numerical sequence order. For example[9]:

REFERENCES

[1] Rezi, A., &Allam, M., "Techniques in array processing by means of transformations, " in *Control and Dynamic Systems*, Vol. 69, Multidemsional Systems, C. T. Leondes, Ed. San Diego: Academic Press, 1995, pp. 133-180.

[2] Young, G. O., "Synthetic structure of industrial plastics," in *Plastics*, 2nd ed., vol. 3, J. Peters, Ed. New York: McGraw-Hill, 1964, pp. 15-64.

[3] Hemmington, S. M., *Soft Science*. Saskatoon: University of Saskatchewan Press, 1997.

[4] Osifchin, N., &Vau, G., "Power considerations for the modernization of telecommunications in Central and Eastern European and former Soviet Union (CEE/FSU) countries," in *Second International Telecommunications Energy Special Conference*, 1997, pp. 9-16.

[5] Sarunyagate, D., Ed., *Lasers*. New York: McGraw-Hill, 1996.

[6] Strimpel, O. B. R., "Computer graphics," in *McGraw-Hill Encyclopedia of Science and Technology*, 8th ed., Vol. 4. New York: McGraw-Hill, 1997, pp. 279-283.

[7] W. D. Scott,& Co, *Information Technology in Australia: Capacities and opportunities: A report to the Department of Science and Technology*. [Microform]. W. D. Scott & Company Pty. Ltd. in association with Arthur D. Little Inc. Canberra: Department of Science and Technology, 1984.

[8] "A 'layman's' explanation of Ultra Narrow Band technology," Oct. 3, 2003. [Online]. Available: http://www.vmsk.org/Layman.pdf. [Accessed: Dec. 3, 2003].

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[9]The example uses IEEE type of referencing style

Proposal &Final Report Submission Procedures

A. GENERAL INFORMATION

8.1 Proposal Submission

Completed and approved proposal endorsed by the Organizational Supervisor (Employer) should be submitted to the Report Supervisor (SMMTC). The final date to submit the proposal is on the 14th day that is **TWO (2) weeks** after the Industrial Training begins.

8.2 Final Report Submission

Students must submit a report draft within 1 month before the Industrial Training ends to be reviewed. The report should be complete and neat. The Report Supervisor will provide feedback before returning the report to the student. Students must correct the report based on the Report Supervisor's feedback. Students need to reprint the report and submit it to the Report Supervisor.

B. INFORMATION BY PROGRAMME

8.3 BACHELOR OF COMMUNICATION *WITH* HONO*U*RS

8.3.1 Final Report Submission (Additional Info)

For B.Comm. (Hons), students must provide **TWO (2)** copies of the final report with soft cover (color: light blue/*biru muda*) and comb bindings. Students need to submit **ONE (1)** copy to the Report Supervisor (SMMTC) and **ONE (1)** to the Programme Coordinator of the School within **TWO (2) weeks** after the completion of the Industrial Training.

8.4   BACHELOR OF MEDIA TECHNOLOGY WITH HONOURS

Follow the same procedure as explained in 8.3.1.

8.5   BACHELOR OF SCIENCE WITH HONOURS (MULTIMEDIA)

8.5.1   Proposal Submission (Additional Info)

The submission of the Industrial Training proposal should either be in printed form (hard copy) or softcopy (scanned and emailed) and submitted to the Report Supervisor (SMMTC) TWO (2) weeks after the Industrial Training begins.

8.5.2   Final Report Submission (Additional Info)

The final report needs to be submitted in **TWO (2)** forms to the Report Supervisor (SMMTC):

> i.   Comb-binded with soft cover– **ONE (1)** copy
> ii.   Softcopy in CD – **ONE (1)** copy

Refer Appendix G for the front page of the report draft.

For final report cover format, students can refer to Appendix H and Appendix I for the CD cover format. Report in the CD must be in .doc format. Students are reminded to submit the final report within **TWO (2) weeks** after the Industrial Training ends.

8.6   BACHELOR OF CREATIVE INDUSTRY MANAGEMENT (HONOURS)

8.5.1   Proposal Submission

The submission of the Industrial Training proposal should either be in printed form (hard copy) or softcopy (scanned and emailed) and submitted to the Report Supervisor (SMMTC) TWO (2) weeks after the Industrial Training begins.

8.6.2   Final Report Submission (Additional Info)

For BCIM (Hons), students must provide **TWO (2)** copies of the final report with soft cover (color: light blue/*biru muda*) and comb bindings. Students need to submit **ONE (1)** copy to the Report Supervisor (SMMTC) and **ONE (1)** to the Programme Coordinator of the School within **TWO (2) weeks** after the completion of the Industrial Training.

Bibliography

American Psychology Association (APA) Style
(n.d).Retrievedfromhttp://www.apastyle.org/learn/index.aspx

Graffox, D. (2009). *IEEE Citation
Reference*.Retrievedfromhttp://www.ieee.org/documents/ieeecitationref.pdf

IEEE Editorial Style Manual (n.d.). Retrieved from
http://www.ieee.org/documents/stylemanual.pdf

Peraturan Praktikum (n.d). Universiti Utara Malaysia, MajlisPraktikum.

SMMTC Industrial Training Committee (2012).*SCCX3998 Industrial Training*
[Syllabus].Department of Communication, Universiti Utara Malaysia.

SMMTC Industrial Training Committee (2012).*SCTX 3988 Industrial Training*
[Syllabus].Department of Multimedia Technology, Universiti Utara Malaysia.

SMMTC Industrial Training Committee (2012).*STMX 3912 Industrial Training*
[Syllabus].Department of Multimedia Technology, Universiti Utara Malaysia.

SMMTC Industrial Training Committe (2015). *SCMX3912 Industrial Training*
[Syllabus]. Department of Multimedia Technology, Universiti Utara Malaysia.

A

Cover of the Proposal

**Pusat Pengajian Teknologi
Multimedia dan Komunikasi**

SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION

Universiti Utara Malaysia

SCHOOL OF MULTIMEDIA TECHNOLOY & COMMUNICATION
COLLEGE OF ARTS AND SCIENCES
UNIVERSITI UTARA MALAYSIA

<<CODE>> INDUSTRIAL TRAINING

SEMESTER _____ SESSION _____/_____

PROPOSAL

Title:

STUDENT		
Name		
Matric		
Email		
Mobile		
ORGANIZATION		
Name		
Address		
ORGANIZATIONAL SUPERVISOR (EMPLOYER)		
Name		
Telephone		
Fax		

B

Last Page of the Proposal

Prepared by:

Student's signature | Date:

(   )

Endorsed by:

Organizational Supervisor's signature | Date:

(   )

Company Stamp:

Cover of Final Report (Soft Cover)

for B.Comm. (Hons) & B.Media Tech. (Hons)

PROJECT TITLE/ANALYSIS

STUDENT'S NAME

SCHOOL OF MULTIMEDIA TECHNOLOGY & COMMUNICATION
COLLEGE OF ARTS & SCIENCES
UNIVERSITI UTARA MALAYSIA
MONTH YEAR

Patio (Front) Page

PROJECT TITLE

ORGANIZATION NAME
TOWN/STATE

Declaration

This report is presented to fulfill the requirement of
<<CODE>> Industrial Training

By:

<<Student's Name>>

<<Matric No.>>

School of Multimedia Technology & Communication
College of Arts & Sciences
Universiti Utara Malaysia

Disclaimer

SCHOOL OF MULTIMEDIA TECHNOLOGY & COMMUNICATION
COLLEGE OF ARTS & SCIENCES
UNIVERSITI UTARA MALAYSIA

Month and year report submitted
(Example: JULY 2013)

DISCLAIMER

<<CODE>> INDUSTRIAL TRAINING

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<<Student's Name>>

<<Matric No.>>

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For BSc. (Hons) MM and BCIM (Hons)

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STMX 3912 INDUSTRIAL TRAINING

INDUSTRIAL TRAINING REPORT
SEMESTER _____ SESSION _____ / _____

<<PROJECT TITLE>>

(E.G.: COMPANY'S XYZ WEBSITE)

BY:

<<STUDENT'S NAME>>

DEPARTMENT OF MULTIMEDIA TECHNOLOGY
SCHOOL OF MULTIMEDIA TECHNOLOGY & COMMUNICATION
COLLEGE OF ARTS & SCIENCES

H

Cover of Final Report (soft cover)For BSc. (Hons) MM and BCIM (Hons)

UUM
Universiti Utara Malaysia

INDUSTRIAL TRAINING REPORT
SEMESTER _____ SESSION _____/_____

<<PROJECT TITLE>>

(E.G.: COMPANY'S XYZ WEBSITE)

BY:

<<STUDENT'S NAME>>

DEPARTMENT OF MULTIMEDIA TECHNOLOGY
SCHOOL OF MULTIMEDIA TECHNOLOGY & COMMUNICATION
COLLEGE OF ARTS & SCIENCES

CD Cover

For BSc. (Hons) MM

12.5 CM

12.1 CM