



**Pusat Pengajian Teknologi  
Multimedia dan Komunikasi**

SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION

**Universiti Utara Malaysia**

# **Industrial Training:**

## **Proposal & Report Writing Guidebook**

**SCCX3998 PRACTICUM**

**Bachelor of Communication with Honours**

**SCTX3908 INDUSTRIAL TRAINING**

**Bachelor of Media Technology with Honours**

**STMX3912 INDUSTRIAL TRAINING**

**Bachelor of Science with Honours (Multimedia)**

**DECEMBER 2017**

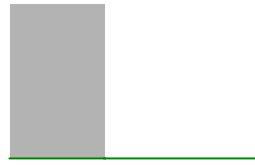
Prepared and revised by:

**SMMTC Industrial Training Committee**

**College of Arts and Sciences**

**Universiti Utara Malaysia**

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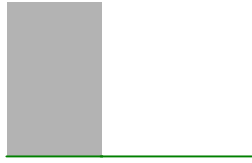


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- Members of *Jawatankuasa Perancangan Akademik SMMTC*
- Previous SMMTC Industrial Training Committees

...for their advice, editorial process, reference and support during the preparation of this guidebook.



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# *Introduction*

Industrial Training is designed as a platform for students (or interns) 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), College of Arts and Sciences (CAS), Universiti Utara Malaysia (UUM), 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. Media Tech. (Hons)
- Bachelor of Science with Honours (Multimedia) – BSc. (Hons) MM

## **A. GENERAL INFORMATION**

### **1.1 Industrial Training Objectives**

Industrial Training is implemented to meet the following objectives:

- i. to expose the interns to the real working environment before graduating.
- ii. to provide opportunities for interns to relate the theoretical and practical understanding through industrial training programmes in organisations where interns are placed.
- iii. to provide opportunities for private organisations, statutory bodies, government departments and non-governmental organisations to transfer experience and expertise to interns working towards the creation of professional human resources.
- iv. to establish and strengthen bilateral relations between UUM and the organisation or firm involved in the industrial training programme for mutual benefit.



## 1.2 Industrial Training Regulations

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

### a) Confirmation of Industrial Training

Student needs to confirm his/her report duty status at the organisation by returning the Report Duty form<sup>1</sup> to the office of Student Development and Alumni (PPA) - CAS. Student is also required to inform his/her supervisor regarding the aforementioned status.

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

### b) Postponement of Industrial Training

Postponement of Industrial Training is not allowed except for student who has serious health issues.

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

### c) Change of Organisation

Students are not allowed to apply for a change of practicum location directly from the supervisor of the organisation. Students are also not allowed to make any changes, except with acceptable justification for the approval from the Dean of PPA. The penalty rate for the application of change of industrial training placement is RM500 (pay upon approval).

### d) Taking Leave

Students are not allowed to take any annual leave during their practicum, not even for weddings. Students who are married and expected to deliver during the practicum period are advised to defer their practicum and register in the following session.

### e) Report Preparation

In preparing report, student is 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 RM200.00.

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<sup>1</sup> Downloadable at <http://ppacas.uum.edu.my>

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.

#### **f) Incomplete Grade (*Tidak Lengkap* - TL)**

Incomplete Grade (*Tidak Lengkap* - TL) can be applied by student if he/she has not completed any specific components such as the final report. This application needs to be submitted to the Dean of Student Development and Alumni through the Report Supervisor (SMMTC).

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

#### **e) Disciplines during Industrial Training**

Student whose internship has been terminated due disciplinary issues as confirmed by the supervisor is entitled to get F grade.

*Please refer "Item 16.5 Regulations for UUM Industrial Training Programme" 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 PPACAS website (<http://ppacas.uum.edu.my>).

### **1.4 Supervision and Visitation to Organisation**

The purpose of Industrial Training supervision is to ensure the student is given proper tasks based on his/her industrial training project/research scope. The supervision is conducted by:

- 1) Report Supervisor (SMMTC)
- 2) Organisational Supervisor (Employer)
- 3) Visiting Supervisor (UUM)

Report Supervisor play the role of supervising and monitoring student's tasks starting from the date they register at the organisation until the end of the Industrial Training. The particular Report Supervisor will consult the student from the stage of writing the proposal to the stage of checking the final report. Meanwhile, the Visiting Supervisor act as the link between UUM and organisation in order to establish good relationship and future cooperation. Visiting Supervisor may be the same with the Report Supervisor or different based on the appointment by PPACAS.

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

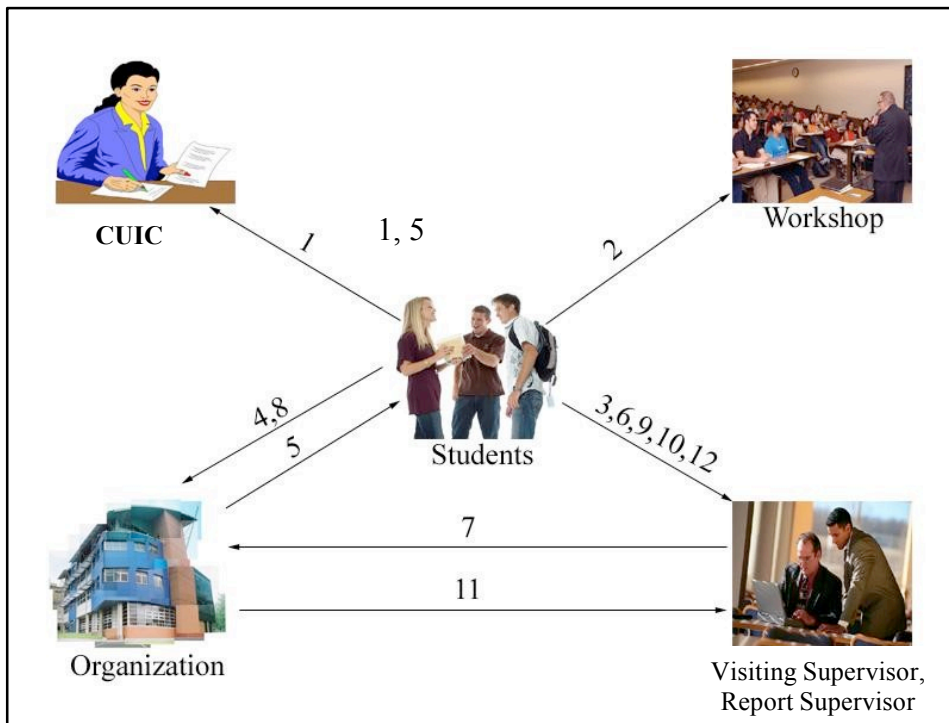
<b>Entity</b>	<b>Actions</b>
<b>Student</b>	<ul style="list-style-type: none"> <li>a) Submit a proposal to Report Supervisor.</li> <li>b) Present the project to Organisational Supervisor and Report Supervisor.</li> <li>c) Prepare the related forms for Organisational Supervisor and Report Supervisor.</li> <li>d) Submit logbook, report draft, CD and final report to Report Supervisor.</li> <li>e) Remind the Organisational Supervisor to complete the Employer Confidential Report to be submitted to the Report Supervisor.</li> <li>f) Submit the attendance form to the Report Supervisor.</li> </ul>
<b>Report Supervisor (UUM CAS)</b>	<ul style="list-style-type: none"> <li>a) Responsible for the student's supervision during the entire Industrial Training duration.</li> <li>b) The main link between UUM CAS and Organisational Supervisor.</li> <li>c) Monitor student's work performance.</li> <li>d) Monitor student's project progress.</li> <li>e) Evaluate student's performance and project using the Report Supervisor Evaluation Form.</li> </ul>
<b>Visiting Supervisor (UUM)</b>	<ul style="list-style-type: none"> <li>a) Act as the link between UUM and organisation in order to ensure good relationship and future cooperation.</li> <li>b) Observe the suitability of the organisation for Industrial Training placement.</li> <li>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/ telephone call<sup>2</sup>.</li> </ul>
<b>Organisational Supervisor (Employer)</b>	<ul style="list-style-type: none"> <li>a) Assign suitable project to the intern and supervise the intern throughout the industrial training period.</li> <li>b) Review the logbook and attendance.</li> <li>c) Evaluate project presentation<sup>3</sup>.</li> <li>d) Submit the Employer Confidential Report to the respective Report Supervisor (SMMTC).</li> </ul>

<sup>2</sup>Not applicable to BSc. (Hons) MM.

<sup>3</sup>Only applicable to BSc. (Hons) MM.

## 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 organisation
- 5: Confirm registration at organisation
- 6: Submit proposal
- 7: Visit
- 8: Present to Organisational Supervisor
- 9: Present to Report Supervisor
- 10: Submit report draft
- 11: Submit Employer Confidential Report, logbook & attendance sheet
- 12: Submit CD and Final report

Industrial Training activities and phases are as follows:

Phase	Items	Action by	Notes
<b>Before Industrial Training</b>	1) Student registers at CUIC	Student	Eligible student must be alert of the importance dates
	2) Student attends Industrial Training workshop (CAS & SMMTC)	Student	Compulsory for registered intern
	3) Student is assigned to the Report Supervisor (SMMTC)	PPA CAS	Check portal/announcement
	4) Student meets the Report Supervisor (SMMTC) and provide the <b>Report Supervisor Evaluation Form</b> to their respective lecturer.	Student	

<b>During the Industrial Training</b>	5) Student registers at the organisation	Student	Day 1
	6) Student submits confirmation of registration form (i.e., <b>Report Duty Form</b> ) to PPACAS office	Student	Week 2
	7) Student reports the organisation environment to the Report Supervisor	Student	Week 1
	8) Student discusses the project with Organisational Supervisor	Student	Week 1
	9) Student submits the <b>proposal</b> to Report Supervisor	Student	Week 2
	10) Student starts the project/research	Student	Week 4
	11) Student reports the project/research progress	Student	Fortnightly
	12) Visiting Supervisor (UUM) arranges a date for visitation/ telephone interview with the organisational supervisor	Visiting Supervisor	
	13) Visiting Supervisor (UUM) visits the organisation/ conduct a telephone interview with organisational supervisor	Visiting Supervisor	At least 2 weeks before the industrial training ends

	14) Students submit the <b>draft of the report.</b>	Student	A month before Industrial Training ends
	15) Report Supervisor (SMMTC) checks the draft report and gives feedback to student	Report Supervisor	Two weeks after student submission

<b>After Industrial Training</b>	16) Organisational Supervisor submits <b>Employer Confidential Report</b> to Report Supervisor (SMMTC)	Organisational Supervisor	One week after Industrial Training ends
	17) Student confirms that Employer Confidential Report has been accepted by the Report Supervisor	Student	
	18) Student <b>presents practicum finding</b> in front of the Industrial Training committee and his/her Report Supervisor during a seminar ( <i>compulsory for BSc. (Hons) MM, optional for other programmes</i> )	Student	Within 2 weeks after the industrial training ends
	19) Student submits a revised <b>final report</b> and <b>CD, logbook</b> and <b>attendance sheet</b> to Report Supervisor	Student	Two weeks after Industrial Training ends
	20) Report Supervisor completes <b>Report Supervisor Evaluation Form</b> and <b>Practicum Scoring Form</b> , and key-in the complete marks in the Practicum System	Report Supervisor	Two – three weeks after student's submission

## B. INFORMATION BY PROGRAMME

### 1.6 BACHELOR OF COMMUNICATION WITH HONOURS



The Practicum (Industrial Training) course code for B.Comm. (Hons) is **SCCX3998** with credit value equivalent to **8 credits**. Students have to fulfil **16 weeks (4 months)** of Industrial Training at the chosen organisation. B.Comm. (Hons) students are eligible to undergo Industrial Training course after accumulating at least 121 credit hours (i.e., on the 6<sup>th</sup> semester).

#### 1.6.1 Objective(s) of the Course

Upon completion of the course, students are expected to:

- i. develop soft skills in the context of organisational communication
- ii. relate knowledge and organisational communication structure
- iii. apply theoretical knowledge and practical techniques in the field of communication
- iv. study the organisational phenomena in communication context

#### 1.6.2 Assessment Forms

**FOUR (4)** forms and **ONE (1)** document are required<sup>4</sup>:

Ref. No	Colour Code	Name of Form/ Document
1	Yellow	Employer Confidential Report
2	Pink	Visiting Supervisor Evaluation
3	Blue	Attendance
4	White	Report Supervisor Evaluation
5	Green	Logbook

*Note:*

- a) Form 1 needs to be filled up by the Organisational 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 and Document 5 need to be filled up by the intern and endorsed by the Organisational Supervisor.
- d) Form 4 needs to be filled up by the Report Supervisor (SMMTC).
- e) Please ensure the front page information of each form/ document is written completely and clearly.

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<sup>4</sup>Downloadable at <http://ppacas.uum.edu.my/>

### 1.6.3 Evaluation Components

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

1) Report/ Visiting Supervisor (SMMTC/UUM) Evaluation	
Report (Proposal and Final) (Form 4)	30%
Visiting Supervisor (Form 2)	10%
2) Organisational Supervisor (Employer) Evaluation	
Evaluation of Organisational Supervisor (Form 1)	40%
Logbook (Document 5)	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 organisation. B.Media Tech. (Hons) students are eligible to undergo Industrial Training course after accumulating at least 115 credit hours (i.e., on the 6<sup>th</sup> semester).

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

- i. Advertising - advertising agencies, media agencies, consumer rating agencies, advertising production companies, and the advertising clients.
- ii. Journalism - media agencies such as newspapers, magazines, television, online.
- iii. Broadcasting - RTM, Media Prima, production companies

However, in certain circumstances, students may be placed in the agencies/ organisations that are not related to their specialisation 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 the Course

Upon completion of the course, students are expected to:

- i. develop soft skills in the context of mass media
- ii. relate knowledge and organisational structure in terms of media production



- iii. apply theoretical knowledge and practical techniques in mass communication using contemporary technology
- iv. study the impact of media technology in achieving organisational aims

### **1.7.2 Assessment Forms**

Follow the same guideline and content as described in Section 1.6.2.

### **1.7.3 Evaluation Components**

Follow the same guideline and content as described in Section 1.6.3.

## **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 organisation. BSc. (Hons) MM students are eligible to undergo Industrial Training course after accumulating at least 115 credit hours (i.e., on the 6<sup>th</sup> 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/organisation's operation
- iii. understand the process of writing a complete documentation
- iv. utilise the theories learned in the working environment

### **1.8.2 Assessment Forms**

**TWO (2)** forms are required<sup>5</sup>:

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

*Note:*

- 1) Form 1 needs to be filled up by the Organisational Supervisor (Employer) and submitted to Report Supervisor (SMMTC) by the end of the Industrial Training.
- 2) Form 2 needs to be filled up by the Report Supervisor (SMMTC).

- 3) Please ensure the front page information of each form/ document is written completely and clearly.

### **1.8.3 Evaluation Components**

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

- 1) Organisational 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.

## ***Industrial Training Scope***

### **A. GENERAL INFORMATION**

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

### **B. INFORMATION BY PROGRAMME**

#### **2.1 BACHELOR OF COMMUNICATION WITH HONOURS**



##### ***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 overall marks. Students are advised to conduct studies or Strength, Weakness, Opportunity and Threat (SWOT) analysis related to communication aspects of respective organisations such as organisational communication, communication for social change, and information and communication technology.

Marks distribution is as follows:

Introduction	5%
Organizational Background	10%
Communication Aspects in Organization	20%
Analysis & Discussion	30%
Suggestion	20%
Summary	5%
Format and Presentation	10%

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

The purposes of the key report scopes are to:

- i. avoid from using the company's annual report as final Industrial Training report;
- ii. encourage students to think creatively and critically on the scope of research undertaken;
- iii. expose students to the report writing process;
- iv. strengthen students' understanding on 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 report scope in order to ensure the smooth flow of the writing process. The scope needs to be relevant to the programme 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 Supervisors (SMMTC). Selected scope must be adapted to the nature of the organisation 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
- 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. 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	<p>Should involve in all or either one of the three phases of video production: pre-production, production, and post-production.</p> <p>Contents must show organisation's corporate image such as organisation background, product, and other relevance information.</p> <p>For "Corporate Presentation":</p> <ul style="list-style-type: none"><li>○ Contents should be interesting and attractive but still reflect the organisation culture and corporate image.</li><li>○ Video duration is around 8 to 10 minutes.</li><li>○ Video can be used for project bidding, meeting, and souvenirs.</li></ul> <p>For "Advertisement/TV Branding":</p> <ul style="list-style-type: none"><li>○ Students should be creative in incorporating all information in the limited time given.</li><li>○ Duration of advertisement is 1 minute (minimum) to 2 minutes (maximum).</li><li>○ In the case where the advertisement is too short (less than 30 seconds), more than one advertisement will be required.</li></ul> <p>For "Documentary":</p> <ul style="list-style-type: none"><li>○ Focuses on services or product of the organisation (e.g.: documentary video regarding drug for National Drug Agency, documentary video regarding state development for state government, and documentary video regarding road traffic for Ministry of Road and Transport)</li><li>○ Duration is around 15-20 minutes.</li></ul>
2. Interactive Applications	<p>Interactive</p> <p>Apply all elements of multimedia (e.g., text, graphic, video, sound, animation)</p> <p>Example of project: augmented reality, virtual reality, mobile applications, web application, games, and etc.</p>

3. Animation	<p>Should involve in all or either one of the three phases of video production: pre-production, production, and post- production.</p> <p>For “3D Animation”:</p> <ul style="list-style-type: none"> <li>○ Duration of the show is around 2 to 10 minutes</li> </ul> <p>For “2D Animation”:</p> <ul style="list-style-type: none"> <li>○ Duration of the show is around 2-5 minutes</li> </ul>
4. Web Sites	<p>Contents must show organisation’s corporate image such as organisation background, product, and other relevance information.</p> <p>Exhibit skills learned during study (web design, web programming, database design, etc.)</p>

## *Proposal Writing*

### A. GENERAL INFORMATION

A proposal is produced by the student to explain about future project in the organisation. However, the requirement of the report proposal is based on the programme and Report Supervisor. Student needs to confirm this requirement with the Report Supervisor. The proposal should be submitted to the Report Supervisor (SMATC) **TWO (2)** weeks after the students registered at the organisation. The proposal must be clear, concise, neat and written in either English or Bahasa Malaysia. The maximum number of pages is **10** excluding appendices. The information on the front and last page of the proposal is as shown in Appendix A and B respectively. Student needs to discuss with the Report Supervisor (SMATC) and Organisational Supervisor (Employer) to determine appropriate project. The project scope must be agreed by both supervisors. The proposal should be signed by the student and approved by the Organisational Supervisor (Refer Appendix B). Please refer to Chapter 6 for the format of the proposal.

### B. INFORMATION BY PROGRAMME

#### 3.1 BACHELOR OF COMMUNICATION WITH HONOURS



##### **3.1.1 Report Proposal**

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

- i. Introduction
- ii. Organisational background
- iii. Goals and objectives of internship

- iv. Description of job scopes
- v. Summary
- vi. References (using APA style)
- vii. Appendix (if any)

In meeting this goal, student may discuss with both Report Supervisor (SMMTC) and Organisational Supervisor on the scope of the project. However, the production of proposal is not mandatory. Rather, it is subjected to the request from supervisor. Thus, it is recommended for student to confirm requirement of proposal by consulting his/her respective supervisor.

### **3.2 BACHELOR OF MEDIA TECHNOLOGY WITH HONOURS**



#### **3.2.1 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. Organisational background
- iii. Goals and objectives of internship
- iv. Description of job scopes
- 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 scope of the project.

### **3.3 BACHELOR OF SCIENCE WITH HONOURS (MULTIMEDIA)**



#### **3.3.1 Proposal Contents**

The proposal should consist of the following items:

<b>Item</b>	<b>Description</b>
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: <ul style="list-style-type: none"> <li>■ Methodology</li> <li>■ Feasibility study (including tools, software, cost, and Gantt chart)</li> </ul>
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:

<b>1.0 Introduction</b>
1.1 Problem statement
1.2 Objective
1.3 Scope
<b>2.0 Project Planning</b>
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
<b>3.0 Summary</b>
<b>References</b>
<b>Appendices</b>

## *Logbook Writing*

### A. GENERAL INFORMATION

#### 4.1 Logbook Requirements

During Industrial Training, intern is required to record his/her daily activities at the organisation. Intern is advised to always keep the record updated daily. Logbook must be endorsed by the Organisational Supervisor by signing each sheet of the book.

For B.Comm. (Hons) and B.MediaTech. (Hons) interns, 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.

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 organisation
- iii. enable supervisors to monitor the student's learning activities and to advise him/her whenever necessary

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 organisation or client.
- iv. Organisational Supervisor (Employer) remarks on the reported activities.

#### 4.2 Sample of Logbook Writing

Day/Date: Monday, June 16, 2012: 8:00am to 5:00pm

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 student is 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 PPA CAS website.
- ii. **Students are required to submit hardcopy of logbook for Organisational Supervisor endorsement preferably on a daily basis, or at the end of each week.**
- iii. Students have to ensure the activities recorded in the logbook are written neatly.

## ***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 his/her project/research and experience during Industrial Training. The report will be evaluated by the Report Supervisor (SMMTC). Student 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**



##### ***5.1.1 Report Writing Guideline***

###### **a. The Length of Report**

The length of Industrial Training final 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)

### 5.1.2 Final Report Contents

The final report should include at least the following:

	Page
Declaration	i
Disclaimer	ii
Acknowledgement	iii
Abstract	iv
List of Tables	v
List of Figures	vi
List of Abbreviations	vii
CHAPTER 1 INTRODUCTION.....	
CHAPTER 2 ORGANISATIONAL BACKGROUND.....	
CHAPTER 3 COMMUNICATION ASPECTS IN ORGANISATION.....	
CHAPTER 4 ANALYSIS AND DISCUSSION.....	
CHAPTER 5 SUGGESTION & CONCLUSION.....	
References.....	
Appendices.....	

#### 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**

---

<b>Table No.</b>	<b>Caption</b>	<b>Page</b>
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**

---

<b>Fi</b>	<b>Caption</b>	<b>Page</b>
Fi	Organisation	5
g	Chart	...

#### 5.1.2.7 List of Abbreviations

This list includes all the abbreviations used in the report. The information must have the abbreviation and the 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 objective(s) and importance of the project/study. A brief information on how data is collected for SWOT analysis is also included in this section.

#### *5.1.2.9 Chapter 2: Organisation Background*

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

#### *5.1.2.10 Chapter 3: Communication Aspects in Organisation*

Among the related communication aspects of organisations are organisational communication and communication for social change. For instance, student can explore factors affecting women leadership in an organisation. Student may apply qualitative method such as observing the management practices at the organisation in order to understand the communication aspects and make a SWOT analysis.

#### *5.1.2.11 Chapter 4: Analysis and Discussion*

This section requires student to describe SWOT analysis. Each dimension of Strength, Weakness, Opportunity dan Threat (SWOT) needs to be elaborated in details. Based on the defined objective(s), the analysis used to determine the internal and external factors that may support or hinder the communication aspect. Strengths and weaknesses represent the internal factors affecting an individual or organisation, while opportunities and threats constitute external, environmental factors.

#### *5.1.2.12 Chapter 6: Suggestion and Conclusion*

This section requires student to list and elaborate on the recommendations regarding the organisation's management practices and future research. Since SWOT analysis considers both internal and external factors, student can take an honest look at the particular aspects that organisation can handle. Subsequently, this will lead to the recommendations of the strategies or operations that need to be changed or maintained. The conclusion is a summary that recap the whole content of the report based on the objectives of the study.

#### *5.1.2.13 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 organisation 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	<i>No page number</i>
	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:

- i. Short declaration statement and course code (at the top page)
- ii. 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 organisations 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).

<b>TABLE OF CONTENTS</b>	
Title Page .....	i
Declaration .....	ii
Acknowledgement .....	iii
Disclaimer .....	iv
Executive Summary .....	v
List of Tables .....	vi
List of Figures.....	vii
Abbreviations.....	ix
1.0 Introduction .....	1
1.1 Organisation Background .....	1
1.2 Overall Observation .....	2
1.3 Chapter Summary .....	3
2.0 Project Description .....	4
2.1 Project Introduction .....	4
2.2 .....	

#### **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**

---

<b>Table No.</b>	<b>Caption</b>	<b>Page</b>
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**

---

<b>Fi</b>	<b>Caption</b>	<b>Page</b>
Fi	Organisation	5
Fi	.....	..
-		

**ix) List of Abbreviations**

This list includes all the abbreviations used in the report. The information must have the abbreviation and the 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:

<p><b>Chapter 1: Introduction</b></p> <ul style="list-style-type: none"><li>1.1 Organisation Background</li><li>1.2 Organisation Business</li><li>1.3 Chapter Summary</li></ul> <p><b>Chapter 2: Project Description</b></p> <ul style="list-style-type: none"><li>2.1 Project Introduction<ul style="list-style-type: none"><li>2.1.1 Problem Statement</li><li>2.1.2 Project Objective</li><li>2.1.3 Project Scope</li><li>2.1.4 Significance of Project</li></ul></li><li>2.2 Methodology</li><li>2.3 Weaknesses and Recommendation</li><li>2.4 Chapter Summary</li></ul> <p><b>Chapter 3: Overall Experience</b></p> <ul style="list-style-type: none"><li>3.1 Other Assignment in the Organisation<ul style="list-style-type: none"><li>3.1.1 List of Tasks</li><li>3.1.2 Industrial Training Problem</li></ul></li><li>3.2 Industrial Training Effectiveness<ul style="list-style-type: none"><li>3.2.1 Industrial Training Objectives Achievement</li><li>3.2.2 Learning Outcome during Industrial Training</li></ul></li><li>3.3 Recommendation and Suggestion</li><li>3.4 Chapter Summary</li></ul> <p><b>Chapter 4: Conclusion</b></p>
--

#### i) Chapter 1: Introduction

Introduction should include two main topics; the organisation background and an overall observation of the entire organisation. Organisation background contains basic information such as a brief organisation history, management, objective, organisation mission and vision. Overall observation covers overall aspect of organisation 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
- Organisation chart, etc.



# ***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 standardised 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**

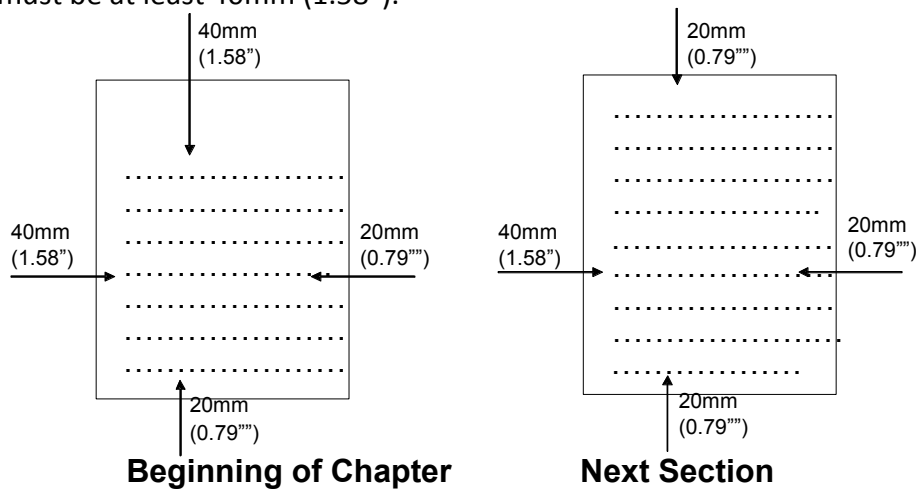
**1.1 Subtopic**

**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").



## 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:*

<b>1.0 MAIN TOPIC</b>	... Level 1
<b>1.1 Subtopic for 1.0</b>	... Level 2
<b>1.1.1 Proportion of Subtopic 1.1</b>	... Level 3
<b>a) Proportion for 1.1.1</b>	... Level 4
<b>i) Proportion for a)</b>	... 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. questionnaires, 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

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

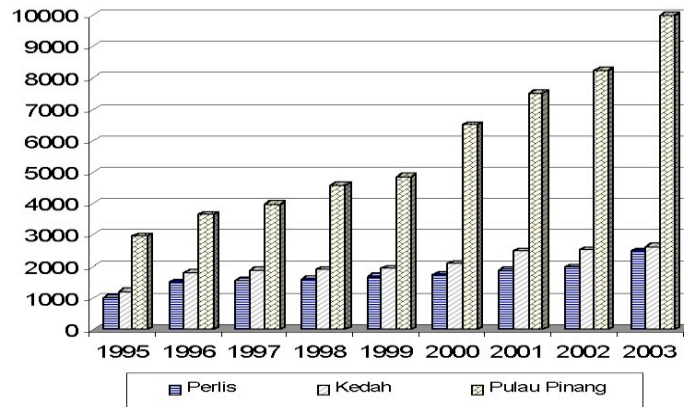


Figure 1.2: Availability of Computers in Malaysia's Northern States

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**.

## *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 referring 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. Printed Documents

#### 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., *Hackivism 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 organisation)

[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, 1995.

### **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 feasibility," *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](http://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] Gerald, 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 (6<sup>th</sup> 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 organisations. *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<sup>5</sup>:

### REFERENCES

- [1] Rezi, A., & Allam, M., "Techniques in array processing by means of transformations," in *Control and Dynamic Systems*, Vol. 69, Multidimensional 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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<sup>5</sup>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 Organisational Supervisor (Employer) should be submitted to the Report Supervisor (SMMTC). The final date to submit the proposal is on the 14<sup>th</sup> day that is **TWO (2) weeks** after the Industrial Training begins.

### **8.2 Final Report Submission**

Student 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 by returning the reviewed 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 HONOURS**



#### **8.3.1 Final Report Submission (Additional Info)**

For B.Comm. (Hons), students must provide **ONE (1) hard copy of the final report with soft cover (color: light blue/biru muda) and a CD**. The **hard copy** of the report must be submitted to the Report Supervisor (SMMTC), and the **CD** 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-bound 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.





# ***Bibliography***

American Psychological Association (2009). *Publication Manual of the American Psychological Association* (6<sup>th</sup> ed). Washington: American Psychological Association (APA).

Graffox, D. (2009). *IEEE Citation Reference*. Retrieved from <http://www.ieee.org/documents/ieeecitationref.pdf>

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

Majlis Praktikum (n.d.). *Peraturan Praktikum*. Universiti Utara Malaysia.

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

SMMTC Industrial Training Committee (2015). *Industrial Training: Proposal and Report Writing Guidebook (SCCX3908 Industrial Training Bachelor of Communication with Honours, SCTX3908 Industrial Training Bachelor of Media Technology with Honours, STMX3912 Industrial Training Bachelor of Science with Honours (Multimedia), SCMX3912 Industrial Training Bachelor of Creative Industry Management with Honours)*. Sintok: School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia.

## A

***Cover of the Proposal***

 <p style="text-align: center;"> <b>Pusat Pengajian Teknologi Multimedia dan Komunikasi</b>  <small>SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION</small>  <b>Universiti Utara Malaysia</b> </p>
<p> <b>SCHOOL OF MULTIMEDIA TECHNOLOGY &amp; COMMUNICATION</b>  <b>COLLEGE OF ARTS AND SCIENCES</b>  <b>UNIVERSITI UTARA MALAYSIA</b> </p>
<p>           &lt;&lt;CODE&gt;&gt; INDUSTRIAL TRAINING            SEMESTER _____ SESSION ____ / ____         </p>
<p><b>PROPOSAL</b></p>
<p>Title: _____          _____          _____</p>
<p><b>STUDENT</b></p> <p>Name : _____          Matric : _____          Email : _____          Mobile : _____</p>
<p><b>ORGANIZATION</b></p> <p>Name : _____          Address : _____</p>
<p><b>ORGANIZATIONAL SUPERVISOR (EMPLOYER)</b></p> <p>Name : _____          Telephone : _____          Fax : _____</p>

# B

## *Last Page of the Proposal*

Prepared by:

Student's signature	Date:
( _____ )	

Endorsed by:

Organizational Supervisor's signature	Date:
( _____ )	
Company Stamp:	

# C

## ***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**

# D

## *Patio (Front) Page*

PROJECT TITLE

ORGANIZATION NAME

TOWN/STATE

# E

## ***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

**F*****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

I am responsible for the accuracy of all opinion, technical comment, factual report, data, figures, illustrations, and photographs highlighted in this report. I bear full responsibility that the report submitted has been reviewed and subject to copyright or ownership rights. Universiti Utara Malaysia will not bear any liability for the accuracy of any comment, report, and other technical and factual information, and the copyright or ownership right claims.


<<Student's Name>>

<<Matric No.>>

# G

## ***Cover of Draft Report (soft cover)***

***For BSc. (Hons) MM***



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***

 **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

