

Headline **SEGi students shine at short film fest**  
Date **03 Jul 2011**  
MediaTitle **New Sunday Times**  
Section **Learning Curves**  
Journalist **N/A**  
Frequency **Weekly**  
Circ / Read **156,910 / 295,000**

Language **English**  
Page No **h15**  
Article Size **354 cm<sup>2</sup>**  
Color **Black/white**  
ADValue **4,902**  
PRValue **14,706**



# SEGi students shine at short-film fest

A SHORT film produced by SEGi students entitled *Irony — A story of friendship, love and betrayal* — won the best music category in the eighth Malaysian Short Film & Video Festival for Students (FFVPM-8). This was the students' first time participating in this kind of competition, which was held at Universiti Utara Malaysia.

Three other entries by SEGi team were also nominated for a number of categories. The four-student team, who blazed a trail for their peers at SEGi University College, consisted of Mohamad Haniff Mohamad Kabol, Zulfatah Arif Mohd Aminuddin, Norazirah Pudian Rahim and Amira Nabila Jamal Abdul Nasir.

"This was the first time we participated in FFVPM, so we are elated with the great results. With the talents we have in the School of Communication Studies, I am confident we'll win more next year.

"I'm proud that SEGi was mentioned and appeared on screen at least six times. The floor was silent every time we were mentioned. And yes, we won," says SEGi School of Communication Studies (SoCS) head Faisal Ibrahim.

Held on March 6, FFVPM-8 saw three entries from SEGi in the categories of short film (*Irony*), advertisement video (*La Senza*) and public service announcement (domestic abuse).

All entries were directed by Norazirah Pudian Rahim, a Bachelor of Mass Communication sophomore from SoCS.

SEGi offers its own Bachelor of Mass Communications. The three-year degree programme provides students with a solid foundation in the basic knowledge and skills necessary to become media practitioners and informed media consumers.

Students studying the Bachelor of Mass Communication will develop specialised knowledge in the areas of television or video, news and current affairs production, print, radio and TV journalism, and desktop and online publishing.

The programme also places emphasis on "creative and critical thinking" so students are able to excel in their written and verbal communication skills.

Apart from mass communication, SEGi also offers creative arts & design diploma programmes in music, photography, video & animation, interior design, creative multimedia, graphic design and advertising design.

Graduates of the Diploma in Video & Animation, Diploma in Graphic Design, Diplo-

ma in Advertising Design and Diploma in Creative Multimedia have the option to articulate into the Bachelor of Computer Graphic Design and subsequently the Bachelor of Computer Graphic Design (hons) at the Universal College of Learning Wanganui School of Design, New Zealand.

Wanganui School of Design was established in the late 1980s and has since gained an international reputation for its experimental work in new media and graphic design.

Its computer suites are among the best in the Pacific Rim with state-of-the-art technology for multimedia authoring and graphic design exploration.

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(From left) Mohamad Haniff Mohamad Kabol, Amira Nabila Jamal Abdul Nasir, Mohd Zulfadhli Ahmad Nadzri, Norazirah Pudian Rahim and Zulfatah Arif Mohd Aminuddin with their best music award at the 8th Malaysian Short Film & Video Festival for students at Universiti Utara Malaysia recently.