Bachelor of Digital Creative Media (Hons) (BDCM)

Bachelor of Digital Creative Media (Hons) programme is offered either as a full time or part time programme by Asia e University, a leading dual mode university recognised by 31 member countries of the Asia Cooperation Dialogue. Challenging and academically rewarding, this programme delivers an exciting range of media-related modules that strike a perfect balance between media practice and theory, recognising the important links between media productions and the concepts that drive them.

Learning Objectives
- Become an expert in arts, science and technology in Digital Media Production.
- Practical oriented programme – Project Based Learning.
- Engage with real world industrial projects.
- Apply knowledge and skills in using digital creative media to produce creative artwork, graphics and animation.
- Communicate ideas effectively and develop professional engagements with clients.
- Produce solutions with high quality creative design and to participate well in team projects.
- Demonstrate good professional ethics and social values, and to relate the knowledge and skills in digital creative media.

Entry Requirements
- Diploma that is recognised by MQA/JPA with at least CGPA 2.00 OR
- Matriculation/Preparatory programmes with at least CGPA 2.00 OR
- Pass STPM/A-Level or equivalent with at least C grade in 2 subjects OR
- International Baccalaureate (IB) with 24 points OR other qualifications recognized by the AeU Senate AND
- PASS the interview / drawing test or portfolio for candidates who do not have Arts Education subject OR
- Open Entry Requirements (Part Time Only) - At least 21 years old / Possess PMR or equivalent

Mode of delivery: BLENDED LEARNING where face-to-face tutorials are provided in our Learning Centres.
MQA SUBJECTS:
- Bahasa Kebangsaan
- Malaysian Studies
- Islamic Studies/Moral Studies

UNIVERSITY COMPULSORY SUBJECTS:
- Academic Writing
- Entrepreneurship in Asia
- Asian Studies
- Ethics in Asia

ANY THREE ELECTIVES:
- Soft & Rigid Bodies
- Particles & Cloth Simulation
- Character Rigging
- Character Animation

Most courses are offered as project-based learning with strong emphasis on the practical components.

CORE SUBJECTS:
- Basic Drawing
- Creative Thinking
- Life Drawing
- Visual & Screen Perception
- Digital Imaging
- 2D Animation
- Photography Arts
- Film Genres Studies
- Structural Drawing
- Script Writing
- Western Art History
- Asian Art History
- Animation History
- Digital Compositing
- Basic 3D Modeling
- Advanced 3D Modeling
- Basic 3D Animation
- Material Methodologies
- Motion Graphics Design
- Industrial Training
- Project 1
- Project 2

CAREER PROSPECTS:
- Graphic Designer
- Graphic 3D Animator
- Special Effects
- Art Director
- Videographer
- 2D Artist
- Web Designer
- Interactive Web Specialist
- 3D Texture Artist
- Video Editor
- Motion Graphic Artist
- Multimedia Designer

FREQUENTLY ASKED QUESTIONS

1. When are the intakes?
   - January, May & September.

2. How do you apply?
   - Go to our website: www.aeu.edu.my
   - Click on “Apply Online”
   - Submit the form

3. How many subjects per semester?
   - 5 subjects per semester (full time).
   - 3 subjects per semester (part time).

4. Is there any financial assistance?*?
   - If you pay the full semester fee before Week 3 of that semester, you are entitled for 10% discount.
   - If you perform very well in a semester, you may be eligible for the AEU Merit Scholarship which entitles you to a waiver of the tuition fee for the next semester.

5. What are the breakdowns of the assessments?
   - Assignments 60%
   - Final Exam 40%

* Terms and conditions apply

PROGRAMME FACTS

<table>
<thead>
<tr>
<th>Study Mode</th>
<th>Blended Learning - Face to Face + Online Learning</th>
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</thead>
<tbody>
<tr>
<td>Duration</td>
<td>Full Time : 3 years (9 semesters)</td>
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<tr>
<td></td>
<td>Part Time : 4 years 1 semester (13 semesters)</td>
</tr>
<tr>
<td>No of Subjects</td>
<td>29 subjects + 2 project papers + industrial training</td>
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<tr>
<td>Assessment</td>
<td>Assignments 60%  Final Exam 40%</td>
</tr>
<tr>
<td>MQA Accreditation</td>
<td>MQA / PA 1269</td>
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</tbody>
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