


SCHOOL OF ARTIFICIAL INTELLIGENCE & DIGITAL TECHNOLOGIES



Bachelor of Digital Creative Media (Honours)

R2/0211/6/0053 (3/29) (MQA/FA1269) - ODL

PROGRAMME OVERVIEW

The Bachelor of Digital Creative Media (Honours) programme is offered as a full-time and part-time Bachelor programme offered by Asia e University, a leading multi-mode university. The programme is approved by the Malaysian Ministry of Education and accredited by the Malaysian Qualifications Agency. Challenging and academically rewarding, this programme delivers an exciting range of media-related modules that strikes a perfect balance between media practice and theory, recognising the important links between media productions and the concepts that drive them.

LEARNING OUTCOMES

- Able to analyse and apply broad knowledge and skills including the use of numeracy techniques in relevant areas in Creative Multimedia Technology effectively for innovative practices.
- Able to critically analyse historical, contextual, conceptual theories, and ethical judgement in Creative Multimedia Technology practice.
- Able to create, conceive ideation and innovation for the practise areas of Creative Multimedia Technology.
- Able to articulate and communicate ideas and concepts comprehensively in visual, written and oral engagements.
- Able to execute design concepts and cost analysis through the use of digital and other technologies for effective delivery.
- Able to construct a Creative Multimedia Technology, through reflectivity, reviews and evaluations.
- Able to communicate and interact effectively with experts, peers, clients, superiors and society under work and organisational related environment for the development of Creative Multimedia Technology.
- Able to demonstrate commitment in leadership and accountability and a commitment to professional and ethical practices, including adherence to legal requirements and organisational functions.
- Able to demonstrate commitment to lifelong learning for academic and career development and an entrepreneurial mindset in the applications of Creative Multimedia Technology.

PROGRAMME STRUCTURE

COMMON CORE SUBJECTS

- History of Visual Communication
- Basic 3D Modeling
- Basic Drawing
- Creative Thinking
- Digital Typography
- Life Drawing
- Fundamental of Design
- Basic Photography
- Animation History
- 2D Animation
- Digital Vector Design
- Digital Imaging
- 3D Animation Studies 1
- Advanced 3D Modeling
- Visual & Screen Perception
- Photography and Digital Media
- Material and Surface Texture Studies

- Film Genre Studies
- Character Analytical Studies and Proportion
- Script Writing
- Motion Graphic Design
- Digital Photography and New Media
- Digital Compositing
- 3D Animation Studies 2
- Project 1
- Project 2
- Industrial Training

CONCENTRATION SUBJECTS

Students may choose 3 subjects only

- Soft & Rigid Body
- Character Rigging
- Character Animation

UNIVERSITY COMPULSORY SUBJECTS

- Information Literacy & Research Skills

- Entrepreneurship in Asia

GENERAL SUBJECTS

Malaysian Student

- Academic Writing
- Integrity and Anti-Corruption
- Social Responsibility Project
- Penghayatan Etika & Peradaban
- Falsafah dan Isu Semasa (Philosophy and Current Issues)

International Student

- Academic Writing
- Integrity and Anti-Corruption
- Social Responsibility Project
- Basics of English Grammar OR Malay Communication II
- Web Economy OR Philosophy and Current Issues

PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	3 years	4 years 4 months

ENTRY REQUIREMENTS

DIRECT ENTRY

1. A pass in STPM with at least Grade C (GP 2.00) in any TWO (2) subjects; or
2. A pass in STAM with at least grade Jayyid; or
3. Matriculation or Foundation with at least CGPA of 2.00; or
4. A Diploma (Level 4, MQF) with at least CGPA of 2.00; or
5. An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; or
6. A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to HEP Senate / Academic Board's approval****; or
7. A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to HEP Senate / Academic Board's approval;
8. Note for (6) & (7): The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme; or
9. Other relevant equivalent qualifications recognised by the Malaysian Government. AND
10. Pass an interview (online / virtual / conventional) OR submission of student's portfolio, to be determined by the HEP as required.

ELCR Band (International Students Only):

Minimum score of Band 3 for MUET OR its equivalent to CEFR Low B2.

APEL ENTRY

This applies to candidates who are:

- At least 21 years of age in the year of application
- Possess relevant working experience.

**Terms and Conditions Apply*