

SCHOOL OF SCIENCE & TECHNOLOGY

Bachelor of Digital Creative Media (Hons) (N/213/6/0059) 03/19

Bachelor of Digital Creative Media (Hons) 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.



Programme Learning Outcomes

Upon completion of the programme, students will be able to:

- Apply knowledge and skills in the field of digital creative media.
- Solve real world problem using digital creative media approach and techniques.
- Express ideas and opinions effectively in various communication style, tools and media.
- Recognise and execute new approach or method in digital creative media projects.
- Deliver and produce ideas and solutions with creative design qualities.
- Participate in a project-based assignment at individual or team level.

Entry Requirements

NORMAL ENTRY

- STPM / 'A' Level or equivalent qualifications with at least Grade C (CGPA 2.0) in two (2) subjects; OR
- STAM (Grade Jayyid); OR
- UEC with at least Grade B in five (5) subjects; OR
- A Matriculation / Foundation Programme from any IPTA / IPTS / Institution authorized to offer foundation programs with CGPA 2.00; OR
- A Diploma in Creative Multimedia with at least CGPA 2.50 (Candidates with CGPA less than 2.50 but above 2.00 can be admitted subject to a strict internal assessment process); OR
- Other equivalent qualifications recognised AND
- For those who do not take Art Education subject, they have to pass the interview / drawing test / portfolio evaluation.

English Language Competency Requirements For International Students:

Minimum score for TOEFL PBT 410-433 / TOEFL IBT 34-40 OR Minimum score of 5.0 for IELTS OR Pearson Test of English PTE 36 OR Cambridge English: Advance (CAE) 160 OR Cambridge English: Proficiency (CPE) 180 OR Malaysian University English Test (MUET Band 3).

Any international student from countries using English as an official medium of instruction or from an academic institution using English as a medium of instruction, shall normally be exempted from the above requirement. For details, please go to <http://www.aeu.edu.my>

ALTERNATIVE ENTRY

Accreditation of Prior Experiential Learning (APEL) Entry Requirements

- Minimum 21 years of age as of 1st January in the year of application.
- Possess relevant work experience.
- Passed the APEL assessment.

Core

1. Basic Drawing
2. Creative Thinking
3. Life Drawing
4. Visual & Screen Perception
5. Digital Imaging
6. 2D Animation
7. Photography Arts
8. Film Genre Studies
9. Structural Drawing
10. Script Writing
11. Western Art History
12. Asian Art History
13. Animation History
14. Digital Compositing
15. Basic 3D Modelling
16. Advanced 3D Modelling
17. Basic 3D Animation
18. Material Methodologies
19. Motion Graphic Design
20. Industrial Training
21. Project 1
22. Project 2

4 Elective Subjects

1. Soft & Rigid Bodies
2. Particles & Cloth Simulation
3. Character Rigging
4. Character Animation

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

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

General

Applicable to Malaysian Students only

1. Islamic and Asian Civilisations
2. Ethnic Relations
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project 2

Applicable to International Students (in Malaysia)

1. Malay Language and Communication 2
2. Malaysian Studies 3
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project 2

Applicable to International Students (Abroad)

1. Fundamentals of English Grammar
2. The Web Economy
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project 2

University Compulsory Subjects

1. Information Literacy and Research Skills 2
2. Entrepreneurship in Asia

PROGRAMME FACTS

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|------------------------|--|
| Study Mode | Blended Learning - Face to Face + Online Learning |
| Duration | Full-Time : 3 years (9 semesters) Part-Time : 4 years 1 semester (13 semesters) |
| No. of Subjects | 30 subjects + 2 project papers + industrial training |
| Assessment | Assignments 60% Final Exam 40% |

FINANCIAL INCENTIVES AND AIDS*

For Malaysian and International students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

For Malaysian students only:

- 10% discount is offered to students who pay in full their Annual Tuition Fee in one payment.
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance
- RM6,000 personal income tax relief

* Terms and conditions apply

Asia e University

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1 University 34 Countries