

## SCHOOL OF SCIENCE & TECHNOLOGY

### Bachelor of Digital Creative Media (Hons) (N/213/6/0059) (MQA/FA1269) (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.



#### 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 problems 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

##### **REGULAR ENTRY (Admissions to Malaysian and International Students)**

STPM/'A' Level/Diploma/International Baccalaureate (IB)/Matriculation/Foundation or its equivalent.

##### **FLEXIBLE ENTRY (For Malaysian only)**

Accreditation of Prior Experiential Learning (APEL)

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

##### **English Language Competency For International Students:**

For international students studying on-campus in Malaysia, they must attain English Language competency equivalent to IELTS (5.5)/TOEFL(550)/CAE/CPE/PTE/MUET that complies with the programme standards set by the Malaysian Qualification Agency (MQA). Those who have their tertiary education in English shall be exempted from the above requirement.

For details, please go to:

<http://www.aeu.edu.my/future-students/entry-requirements>

## 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

## 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

## University Compulsory Subjects

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

## 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

## Project 1

## Project 2

## Industrial Training

PROGRAMME FACTS	
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*
<p><b>For Malaysian and International students:</b></p> <ul style="list-style-type: none"> <li>• Merit Scholarship available for top-performing students</li> <li>• 10% discount on tuition fee available through student loyalty scheme</li> </ul> <p><b>For Malaysian students only:</b></p> <ul style="list-style-type: none"> <li>• 10% discount is offered to students who pay in full their Annual Tuition Fee in one payment.</li> <li>• 50% discount on tuition fee for senior citizens who are 60 years of age &amp; above</li> <li>• 75% discount on tuition fee for the disabled</li> <li>• EPF withdrawal assistance</li> <li>• PTPTN loan assistance</li> </ul> <p>* Terms and conditions apply</p>

**Intakes: January, May and September.**

# Asia e University

Wisma Subang Jaya, 106, Jalan SS15/4, Subang Jaya, 47500 Petaling Jaya, Selangor.  
 Malaysia Hotline: 1 300 300 238 • General Line: +603-5022 3456 • Speed Line: +60 13-350 7270 / +6016-696 4798 /  
 +60 17-548 2275 / +6017-680 3152 • Fax: +603-5022 3567 • Email: enquiries@aeu.edu.my • www.aeu.edu.my