

AeU's Bachelor of Digital Creative Media leads to vast careers

ASIA e University (AeU) offers the unique cutting-edge Bachelor of Digital Creative Media (BDCM) with honours to address the shortage of local talent in information communication technology (ICT) particularly in digital creative media.

Digital creative multimedia is a vibrant part of the ICT industry that involves multimedia content production and broadcasting, various mobile applications and solutions for major smartphones and tablet computers.

AeU's BDCM programme is ideal for those interested in creative design jobs, film and arts industry, and those keen on photos, graphics, animation, audio and video. The digital creative media industry opens vast career opportunities for graduates and the market is wide open for those who dare to explore the full potential of the industry. The programme is designed in collaboration with major players in the digital creative media sector.

Having a strong and reputable track record in the digital media field for providing graduates with professional skills relevant to current and future job markets, AeU's School of Information and Communication Technology (SICT) has designed a well-balanced programme to cater to market needs.

BDCM is specially designed to provide the intellectual resources necessary to meet the needs of a highly demanding and constantly changing industry. While AeU teaches media skills and competencies to a higher standard, technologies, platforms and industries are constantly evolving and what is required today are graduates who understand that media technologies are simply new tools for expression.

The programme aims to produce well-rounded graduates with a balance of technical expertise, critical awareness as well as the ability and desire to continue learning while progressing through their career.

It covers new media, Internet technology, digital media and how it can be used to enhance communication in the digital era. This has created strong demand for young tech-savvy individuals who are capable of using the latest and most advanced media tools to get the message through.

Students will be exposed to multimedia and how it plays an important role in the information age, digital technologies, theory of communication, new media communication methodologies and digital society. Learning materials are presented in the form of readings, practical applications and self-assessments.



BDCM students are seen during a project on campus.

BDCM courses are conducted using relevant project-based learning methods with strong emphasis on practical components. The courses are conducted using a project-based learning method where students are assigned projects relevant to the course with strong emphasis on the practical components. Conducted classes will be captured on video, which would be uploaded onto the Personalised Learning Space (myPLS) system for students to refer to at any time. During their last three semesters, students will be assigned to two real-world creative media projects.

Students will also benefit from AeU's attachment with the creative media industry to gain industrial training experience in their final semester. This will give them exposure to the real working environment in the creative industry in selected organisations in Malaysia.

BDCM programme can be done full-time or part-time. For part-time study, the tutorials are supported online through face-to-face tutorials with the academic facilitator. This online mode called as Open Distance Learning (ODL) is formulated to suit busy professionals.

The full-time study mode applies conventional face-to-face meeting with students and will involve attending classes led by academic facilitators, either in

the AeU Main Campus in Kuala Lumpur or learning centres nationwide. Accordingly, the period of study for both full-time and part-time is three years and four years respectively.

"We're always excited about BDCM programme, academically and professionally. Our methodology, industry collaboration and explorative learning methods that we employ in all our ICT programmes will offer our students a cutting-edge platform to learn the fundamentals of digital creative media, while understanding the issues and challenges affecting the digital business sector at a local, Asian and global scale," said SICT dean Prof Dr Syed Malek Fakar Duani.

BDCM (Hons) learning outcomes

BDCM develops graduates who can think imaginatively and bring their ideas and the ideas of others to life through a creative and artistic approach to digital communication. It aims to give not only solid technical skills, but also expand creative skills and enable the competency to adapt in a rapidly changing industry.

The programme prepares graduates to exhibit extensive theoretical and practical knowledge of digital media communications, demonstrate capacities for creativity,

transformation and interpretation, demonstrate a flexible and innovative approach towards new media communication methodologies and the digital society, and understand their relationship with and responsibility to their cultural environment and society.

On a more practical level, graduates will be able to design, conduct and present original ideas via digital media communications, critically and creatively engage with digital media of cultural significance across communities; contribute at an advanced level as collaborators, designers and writers; and demonstrate an entrepreneurial approach coupled with an understanding of how to further innovate digital media communications. A wide range of subjects are covered, including video production and editing, screen-writing, 2D and 3D animation, digital imaging, digital compositing, motion graphics, and creative thinking skills.

Depending on the specialisations, graduates may have a broad range of skills necessary in areas as diverse as video editing, screen-writing, directing, as well as other film/television production roles or numerous roles within the 3D animation, 2D animation and motion graphics industries.

"BDCM gives me relentless exposure on good concept and

foundation of creative media in a digital world. We began with technical training but the importance of good concept is always emphasised," said BDCM student Anas Afifi Sazali.

"BDCM programme is conducted using relevant project-based learning methods with strong emphasis on the practical components for students to practise and experience and I found that the guidance from the experienced academic facilitators on the need to understand user requirements and in building concepts around them is very useful. I really have a good learning experience at AeU."

Learning resources at AeU

At AeU, e-learning has played a fundamental role in serving a greater number of students and reaching out to those in any location.

E-learning has been able to support an enrolment of thousands of students from within and outside the country. AeU has successfully connected thousands of students, faculty members, academic facilitators, subject matter experts and administrators via the Internet using a common platform referred to as myPLS, the university's learning management system. Through myPLS, various learning resources such as web-

based modules and multimedia courseware are made available for students to view or download. In addition, AeU students have access to the library's digital collection comprising more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

Admission options

Admissions for BDCM can be through the normal entry path or open entry. For normal entry, candidates should have A-levels, Sijil Tinggi Persekolahan Malaysia (STPM), diploma or equivalent.

Through open entry, AeU provides a flexible admission system for part-time study based on Recognition for Prior Learning (RPL), where previous industry experience and professional certifications are given due credit value. Open entry specifies that candidates must be at least 21 years old and possess a minimum Penilaian Menengah Rendah (PMR), Sijil Rendah Pelajaran (SRP), Lower Certificate of Education (LCE) or equivalent with recognised work experience.

Job opportunities

A plethora of high demand career opportunities await graduates in this broad and sophisticated field ranging from design to programming. They include roles such as interface designer, interaction designer, web designer, web programmer, e-commerce designer, flash animator, flash programmer, project manager, e-business developer, e-learning developer, creative media consultant, creative media developer, sound and video editor, video editor, 3D/2D animator, web developer (programming and scripting), instructional designer and website manager.

Fast facts on AeU

AeU is a collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue Countries (ACD). All academic programmes are internationally benchmarked, approved by the Malaysian Ministry of Education and accredited by the Malaysian Qualifications Agency.

There are three intakes — January, May and September. AeU will assist students to apply for their National Higher Education Fund Corporation (NHEFC) loans and Employees Provident Fund (EPF) scheme. For further inquiries, call 1-300300238 or apply online for the January intake at www.aeu.edu.my.