

Digital creative media at AeU

> Cutting-edge programmes address talent shortage

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

It is a rapidly expanding industry and graduates in the field can expect vast career opportunities.

Leveraging on its strategic collaborations with digital business sectors, Asia e University's (AeU) School of Information and Communication Technology (SICT) offers a unique cutting-edge curriculum in its Bachelor Degree in Digital Creative Media programme

(BDCM) to address the shortage of local talent supply in ICT.

The programme is ideal for those who are interested in creative design jobs, the film and arts industry, and those who are keen on photography, graphics and animation.

BDCM is specially designed to provide students with the intellectual resources necessary to meet the needs of a highly demanding and constantly changing industry. The programme aims to produce well-rounded graduates with a good balance of technical expertise, critical awareness as well as the ability and desire to continue learning while progressing through their professional career.



Students discussing a BDCM project at the AeU campus.

BDCM courses are conducted using relevant project-based learning methods with strong emphasis on practical components so students get to experience real life situations.

Classes are captured in video and they are uploaded into the Personalised Learning Space (myPLS) system for students to refer to at any time. During their last three semesters, students undertake two real-world creative media projects. They also benefit from the university's links with industry, enjoying industrial placement in their final semester.

The BDCM programme can be done either full-time or part-time. For part-time study, tutorials are supported via online mode—face-to-face tutorials with the academic facilitator. This online mode, called Open Distance Learning (ODL), is formulated to suit the busy lifestyle of professionals. Meanwhile, full-time study mode applies conventional face-to-face meetings with students and takes the form of attending classes led by academic facilitators, either in AeU's main campus in Kuala Lumpur or any of its learning centres. The period of study for both full-time and part-time is about three years and four years respectively.

SICT dean Prof Dr Syed Malek Fakar Duani says, "We're always excited about the BDCM programme, academically and professionally. The methodology, industry collaboration and explorative learning methods that we employ in all our ICT programmes 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."

Depending on their specialisation, graduates will have a broad range of skills necessary in areas as diverse as video editing, screenwriting, and directing.

They would also be able to go into 3D animation, 2D animation and motion graphics industries.

Anas Afifi Sazali, a BDCM student, says, "BDCM exposes me to the concepts and foundation of creative media in a digital world. We began with

technical training but the importance of a good concept is always emphasised. I find the guidance from the experienced academic facilitators very useful. I really have a good learning experience at AeU."

At AeU, e-learning has played a fundamental role to serve a greater number of students and to reach out to students from any location. As part of the university's blended learning pedagogies, e-learning has been able to support an enrolment of thousands of students from within and outside the country.

The university 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. In addition, AeU students have access to the digital library collection comprising more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

Admission into the BDCM programme can be through the conventional normal entry path or open entry path. For normal entry path, candidates should have an A-Level/STPM/Diploma or equivalent.

Through the open entry path, AeU provides a flexible admission system for the part-time study mode that recognises one's work experience. This pathway requires candidates to be at least 21 years old and possess a minimum PMR/SRP/LCE or equivalent, with recognised working experience.

A leading provider of ODL in the country, AeU today has an enrolment of more than 21,000 students internationally in 63 countries, and has produced over 6,000 graduates thus far.

Registration for May 2015 semester is now open. Those keen can visit AeU's Special Preview Day at its campus at Jalan Sultan Sulaiman, Kuala Lumpur on April 25, 10am to 2pm.

For more information, visit www.aeu.edu.my