

To be digital savvy

THE digital creative multimedia is a vibrant part of the ICT industry. Currently, demand for highly creative and technically skilled employees is outstripping supply. Leveraging on its strategic collaborations with digital business sectors, Asia e University offers a unique cutting-edge curriculum in its Bachelor Degree in Digital Creative Media programme (BDCM).

Learning material is presented in the form of readings, practical applications and self-assessments.

Courses are conducted using relevant project-based learning methods with strong emphasis on practical components.

The programme can be done full-time or part-time. For part-time study, tutorials are supported through online mode with face-to-face tutorials with the Academic Facilitator.

Meanwhile, full-time study mode applies conventional face-to-face meeting with students and attending classes led by academic facilitators, either in AeU Main Campus in Kuala Lumpur or any of its learning centres nationwide. Period of study for both full-time and part-time is around three years and four years, respectively.

BDCM develops graduates who can think imaginatively and bring their ideas and those of others to life through a creative and artistic approach to digital communication. A wide range of subjects is covered.

Depending on the specialisation, graduates may have a broad range of skills necessary in



areas as diverse as video editing, screenwriting, directing, as well as other film/television production roles or numerous roles within the 3D animation, 2D animation and motion graphics industries.

"I found the guidance from experienced academic facilitators on the needs to understand user requirements and in building concepts around them very useful. I had a good learning experience at AeU," says BDCM student, Anas Afifi Sazali (pic).

Admission for the BDCM programme can be through the conventional entry path or open entry paths. For normal entry path, candidates should have an A-Levels/ STPM/diploma or equivalent.

Through the open entry path, AeU provides a flexible admission system for part-time study mode based on Recognition for Prior Learning (RPL) concept, where previous industry experiences and professional certifications are all given due credit value and carried some weightage.

Candidates must be at least 21 years old and possess minimum PMR/SRP/LCE or equivalent, with recognised working experience.

There are three intakes annually – January, May and September – and AeU will assist students to apply for PTPTN loans and EPF scheme.

■ For details, call 1300 300 238, or apply online at www.aeu.edu.my