

SCHOOL OF SCIENCE & TECHNOLOGY

Bachelor of Digital Creative Media (Hons) (N/213/6/0059) 03/17

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 dual-mode university. The programme is approved by the Malaysian Ministry of Higher 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 Objectives

- Become an expert in arts, science and technology in Digital Media Production.
- Practical-oriented programme.
- Engage with real world industry projects in the university.
- Apply knowledge and skills in using digital creative media to produce creative artwork, graphics and animation.
- Communicate ideas effectively and develop professional engagements with clients.
- Produce solutions with high-quality creative design and to participate well in team projects.
- Demonstrate good professional ethics and social values, that relate to the knowledge and skills in digital creative media.

Entry Requirements

NORMAL ENTRY

For Malaysian Students:

- Diploma that is recognised by MQA/JPA with at least CGPA 2.00 OR
- Matriculation/Preparatory programmes with at least CGPA 2.00 OR
- STPM/A-Level with a pass in 2 subjects or equivalent with CGPA 2.00 OR
- International Baccalaureate (IB) with 24 points OR other qualifications recognised by the AeU Senate AND
- PASS the interview/drawing test or portfolio for candidates who do not have an Arts Education subject

For International Students:

- A recognised university entrance qualification such as 'A' level /, University Foundation / Matriculation / Diploma or equivalent
- English skills equivalent to International English Language Testing System (IELTS) 5.5 or Test of English as a Foreign Language (TOEFL) 550 or AeU English Placement test.

ALTERNATIVE ENTRY

Accreditation of Prior Experiential Learning (APEL) Entry Requirements:

- 21 years of age as of 1st January in the year of application
- Other equivalent qualifications recognised by the Senate of AeU; and
- Possess relevant work experience
- Passed an aptitude test and 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

Any Three Electives

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. Tamadun Islam dan Tamadun Asia
2. Hubungan Etnik
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students only

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

University Compulsory

1. Information Literacy and Research Skills
2. Entrepreneurship and Ethics in Malaysia
3. Asian Studies

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*

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 on tuition fee for full payment of semester fees
- 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
- RM7,000 personal income tax relief

*Terms and conditions apply

Asia e University

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