A new era in new media

DIGITAL creative media is an exciting career. The creative multimedia industry is a sought-after industry in the world. Digital creative multimedia cuts across arts, sciences and business, driving innovation and new business models. There is a rising demand for practitioners who can function as multidisciplinary experts.

AEU’s Bachelor of Creative Digital Media (BDCM) degree programme is designed by AEU’s School of Information and Communication Technology (SICT) to produce graduates to meet Malaysia’s current and future job markets.

There are vast career opportunities for graduates in creative designing jobs, including filmings and arts, photography, graphics, animations, audio, video and mobile applications.

AEU teaches media skills and competencies covering new media, Internet technology, digital media and how they can boost communication.

The digital era of information and technology has created a strong demand for young tech-savvy individuals who can use the latest and most advanced media tools to get the message through via mobile technology.

SICT uses a variety of teaching methods, including case analyses, simulations, project-based learning and industry guest lectures. Mode of studies are part time via open-distance learning (ODL) and full time, which applies face-to-face meetings with students. Full-time study takes the form of attending classes led by lecturers or academic facilitators either at AEU Kuala Lumpur or learning centres nationwide.

AEU’s ODL programmes suit the schedules of working adults and classes are arranged during weekends.

Three to five face-to-face sessions for each class per semester will be conducted for part-time students.

Learning materials will be uploaded in a learning management system called Personalised Learning Space (myPLS) of which access is given to full-time and part-time students.

A BDCM programme is conducted using a project-based learning method where students are assigned projects with a strong emphasis on the practical components for students to practise and experience.

Classes will be captured in videos, which will be uploaded in myPLS. Students can have discussions among peers and facilitated via the forum in myPLS via Skype.

During the final three semesters in the programme, students will undertake two real-world creative media projects. Students will benefit from AEU’s attachment with creative media industry to gain experience during their industrial placement in their final semester.

AEU is a collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue Countries. AEU offers more than 40 academic programmes ranging from diplomas to PhDs through five academic schools: the School of Management, School of Education & Cognitive Sciences, School of Information & Communications Technology, School of Arts, Humanities & Social Sciences and School of Graduate Studies.

All academic programmes are internationally benchmarked, approved by the Education Ministry and accredited by the Malaysian Qualifications Agency.

AEU offers more than 160 executive and professional programmes through the School of Professional & Executive Education and School of Technical Engineering & Reskilling.

AEU offers financial aid and incentives, including the AEU Merit Scholarship for top-performing students.

Admissions to bachelor programmes are through either normal entry or open entry.

The open-entry requirement for bachelor programme regulates that candidate must be at least 21 years old, possess a minimum of PMR, SPM, LCE or equivalent and a recognised prior learning experience.

There are three intakes annually: January, May and September. Enrolment for this month is open. Registration is available via online application at www.aeu.edu.my.

For details, call toll-free 1-300-300-238, or visit www.aeu.edu.my.