Professional Bachelor of Digital Creative Media
(Conventional & Distance Learning)

Unleash YOUR creativity!

- **Become an expert in arts, science and technology in Digital Media Production**

- **Practical oriented programme – Project Based Learning**

- **Engage with real world industrial projects**

GAME DEVELOPMENT

SIMULATION

CHARACTER MODELING

RENDERING

FILM PRODUCTION

ANIMATION

Overview

Digital Creative Media (DCM) has been a growing field in the industry ever since the introduction of digital technology in the creative industry. The Professional Bachelor in Digital Creative Media allows you to use latest technologies to create captivating and sophisticated animation and visual effects for films, commercials and and computer games.

Entry Requirements

Local and International students:
- Diploma with at least CGPA 2.00, OR,
- Matriculation/Preparatory University programmes with at least CGPA 2.00, OR,
- SPM/O' Level or its equivalent with 3 years related working experience, OR,
- A Level with at least C grade in 3 subjects, OR,
- **Open Entry Qualifications** recognized by the Ministry of Higher Education Malaysia :
    - At least 21 years old and possess PMR or equivalent, OR,
- Other qualifications recognised by the AeU Senate
- SKM Level 3 OR Level 4 (Diploma equivalent)

Credit Transfer:
Some courses that students have taken in previous studies may be considered for exemption as prescribed in the student handbook.

Professional Bachelor of Digital Creative Media

Why You Should Enrol

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YOU WILL BE ABLE TO:

- Apply **knowledge and skills** in using **digital creative media** to produce creative artwork, graphics and animation.
- Communicate **ideas effectively** and develop **professional engagement** with clients.
- Produce solutions with **high quality creative design** and to participate well in **team project**.
- Demonstrate **good professional ethics** and **social value** and to relate the knowledge and skills in digital creative media to the **benefit of humankind**.

CORE SUBJECTS:

- Basic Drawing
- Creative Thinking
- Life Drawing
- Visual & Screen Perception
- Digital Imaging
- 2D Animation
- Photography Arts
- Film Genres Studies
- Structural Drawing
- Motion Graphics Design

- Digital Compositing
- Basic 3D Modeling
- Advanced 3D Modeling
- Basic 3D Animation
- Material Methodologies
- Script Writing
- Industrial Training
- Project 1
- Project 2

Any THREE Electives:

- Soft & Rigid Bodies
- Particles & Cloth Simulation
- Character Rigging
- Character Animation

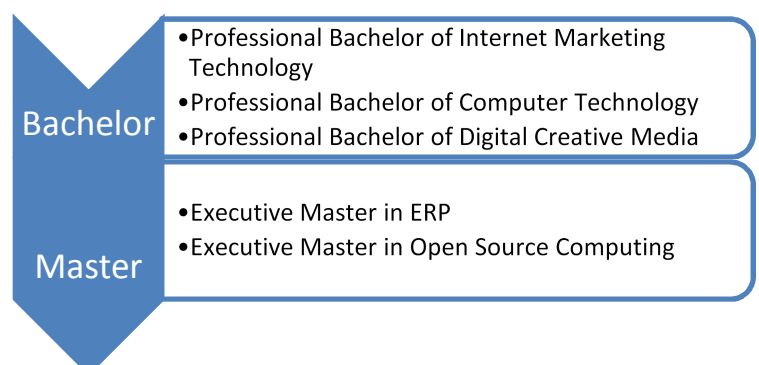*Most courses are offered as project-based learning with strong emphasis on the practical components*

Assessment Types:

⬧ Projects ⬧ Assignments ⬧ Laboratory work ⬧ Exams

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

Educational Pathway:

Bachelor
- Professional Bachelor of Internet Marketing Technology
- Professional Bachelor of Computer Technology
- Professional Bachelor of Digital Creative Media

Master
- Executive Master in ERP
- Executive Master in Open Source Computing