DIGITAL creative media is an exciting industry, buzzing with fresh and new ideas fuelled by the pace.

Recent doubts, there is a strong program in the media behemoths that has demanded practitioners who can function in media across all platforms. This is why they are highly sought after in the industry.

Creative Digital Media is a course that was designed to produce graduates who can handle the requirements when students are trained to be well-rounded, and to develop a range of transferable skills in building, researching, analysis, technique, problem-solving, communication, and negotiation.

At national level, the Malaysian government's Digital Creative Media (BCom) Programme (EFP) is addressing the needs for the national communications content and information structure, has developed EFP 1: Tarning Malaysia's creative content industry, which aimed to enhance capacity, sustainability and contribution in the dynamic media landscape.

Digital creative media programme at AeU

Bachelor of Digital Creative Media (BCom) with Honours at AeU

Being responsive to the industry's demands, AeU is offering its Bachelor of Digital Creative Media (BCom) with Honours at the School of Communication and Media Technology (SCMT) of AeU has designed to be balanced and sound digital creative media programme.

AeU's BCom is suitable for those who are interested to be involved with creative design and technology. Graduates will be prepared for a wide range of careers in the rapidly changing digital media landscape.

The creative media industry offers career opportunities for those who are interested in developing their skills in the field. The media is one of the most creative and exciting places to work.

The programme offers students the opportunity to learn about the importance of media in today's society. It also provides them with the knowledge and skills they need to work in the creative media industry.

The programme covers a wide range of topics, including digital media and technology, media law, and media ethics.

Teaching Method

The course will be taught using a variety of teaching and learning methods, including case studies, simulations, project-based learning, and laboratory work.

Students will develop their communication and technology skills through practical projects and assignments.

Outcomes of BCom programme

The programme aims to give students the skills and knowledge they need to work in the creative media industry. Graduates will be able to work in a variety of roles in the creative media industry, such as media production, advertising, and web design.

The programme also aims to give students an understanding of the ethical and legal issues that are relevant to the creative media industry.

Students will also be able to develop critical thinking and problem-solving skills, which will be useful in their future careers.

AeU offers a variety of programs to meet the needs of students. Students can choose from a variety of courses, including digital media and technology, media law, and media ethics.

The programme also offers a variety of opportunities for students to develop their skills and knowledge.

For more information, please visit the AeU website.

Digital creative media programme at AeU

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