

Digital creative media programme at AeU

DIGITAL creative media is an exciting industry, bubbling with fresh and new ideas awaited by the masses.

Beyond doubt, there is a rising pattern in the media industries that had demanded practitioners who can function as multi-disciplinary experts, even if they are already specialised in a particular area.

Creative Digital Media is a course that was designed to produce graduates who can fulfill the requirement where students will also gain a wide range of transferable skills including research and analysis techniques, problem-solving, communication and negotiation.

At national scene, the Malaysian government's Economic Transformation Programme (ETP) in addressing issues related to the national communications content and infrastructure, has developed EPP 1: Nurturing Malaysia's creative content industry, which aimed to enhance capacity, capability and competency in the country's creative industry to produce world-class content and make it a regional hub for digital content.

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

Being responsive to the industry's demands, AeU is offering its Bachelor of Digital Creative Media (BDCM) with Honours that is designed in collaboration with industries who have been the major players in digital creative media.

Having a strong and reputable track record in the digital media field and for providing graduates with professional skills relevant to current and future job markets, the School of Information and Communication Technology (SICT) of AeU had designed a well-balanced and sound digital creative media programme.

AeU's BDCM is suitable for those who are interested to be involved with creative design job and industry, filming and arts, and those who are inclined towards playing with photos, graphics, animations, audio and video.

The digital creative media industry offers career opportunities for graduates especially for fresh new talent. The market is open for those graduates dare to explore the full potential of the industry.

Creatively challenging and academically rewarding, the programme delivers an exciting

It's about half creative and half technical – so it's good that way. It's very project based – almost 100 per cent continual assessment with just one exam, which I like too. The lecturers are so nice. We're a small bunch of people, we're really close knit and everyone just gets along and the lecturers, they all know us by name, so in lectures we can joke around as well as being serious, it's all very easy going."

—Anas Afifi Szali, BDCM student

range of media-related modules.

It strikes the perfect balance between media practice and theory, recognizing the important links between media productions and the concepts which drive them.

The programme is primarily designed to provide you with the intellectual resources necessary to meet the needs of a rapidly changing media workplace.

While the university teaches media skills and competencies to a high standard, it is also aware that technologies, platforms and industries are constantly evolving and what is required today are graduates who understand that media technologies are simply new tools for expression. Whatever the medium used, the underlying idea and imaginative treatment of the idea is what is most important.

AeU's approach in teaching technology is based on this assumption and we therefore strive to ensure that graduates have a balance of technical expertise, critical awareness and the ability and desire to continue learning as they progress through their professional career.

This programme will cover aspects in new media, internet technology, digital media and how it can be used to enhance communication in the digital era of technology. The digital era of information and technology has created a strong demand for young tech-savvy individuals who are capable in using the latest and most advanced media tools in getting the message



ON DEMAND: Being responsive to the industry's demands, AeU is offering its Bachelor of Digital Creative Media (BDCM) with Honours that is designed in collaboration with industries who have been the major players in digital creative media.

through.

Students will be exposed to multimedia and how it plays an important role in the information age, digital technologies, theory of communication, new media communication methodologies and the digital society. Material is presented in the form of readings, practical applications and self-assessments.

"It's about half creative and half technical – so it's good that way. It's very project based – almost 100 per cent continual assessment with just one exam, which I like too. The lecturers are so nice. We're a small bunch of people, we're really close knit and everyone just gets along and the lecturers, they all know us by name, so in lectures we can joke around as well as being serious, it's all very easy going," says Anas Afifi Szali, BDCM student.

Teaching Method

SICT is employing a variety of teaching and learning methods, including case analyses, simulations, project based learning and industry guest

lectures.

It is offering both part time study via open distance learning (ODL) mode and the full time study which applies conventional face to face meeting with students. Full time study will take the form of attending classes led by AeU's qualified lecturers or academic facilitators either in Kuala Lumpur or any of the approved learning centres available nationwide.

AeU fully understand the commitment and challenges face by working students. Hence the ODL programme is designed to suit their busy work schedule. Classes for ODL students are arranged over the weekend.

About 3 to 5 face-to-face sessions for each class per semester will be conducted for part time students choosing to enroll in this mode of study.

Relevant learning materials will be uploaded in our learning management system called Personalized Learning Space (PLS) for students to download, read and practice at their own learning time. The access to the PLS are given to both full-time and part-time students.

BDCM courses are conducted using a project-based learning method where students were assigned projects that are relevant to the course with strong emphasis on the practical components for students to practice and experience.

Conducted classes are captured in videos which will later be uploaded in the PLS for students to refer to at any time.

Discussion among students will be facilitated online by our academic facilitators via the forum features available in the PLS. These forum acts as a platform for the students to discuss relevant subject matters with their peers as well as the academic facilitators.

Students can also communicate with their academic facilitators and peers via email and any video conferencing tools such as Skype.

During their last three semesters in the programme, students will be assigned to undertake two real-world creative media project.

Students will also benefit from AeU's attachment with creative media industry to gain

industrial training experience during their industrial placement in their final semester.

These projects and trainings will give them an exposure to the real working environment in the creative industry in selected organizations in Malaysia.

Outcomes of BDCM programme

The programme aims to give students not only solid technical skills, but also to expand their creative skills and to give them the ability to adapt in a rapidly changing industry.

In 10 years' time, the technology being used today will be obsolete but skills in storytelling, critical thinking, composing images and relating them to one another will be necessary and relevant irrespective of future technology.

While the technical side is an important part of the programme, the primary focus is on bringing creative ideas to life.

Accordingly, BDCM enables graduates to exhibit extensive theoretical and practical knowledge of digital media communications, demonstrate capacities for creativity, transformation and interpretation, demonstrate a flexible and innovative approach towards new media communication methodologies and the digital society and understand their relationship with and responsibility to their cultural environment and society.

On a more practical level, graduates will be able to exhibit the capacity to design, conduct and present original ideas via digital media communications, critically and creatively engage with digital media of cultural significance across communities, contribute at an advanced level as collaborators, designers and writers and demonstrate an entrepreneurial approach coupled with an understanding of how to further innovate digital media communications.

A wide range of subjects are covered, including video production and editing, screenwriting, 2D and 3D animation, digital imaging, digital compositing, motion graphics, and creative thinking skills.

Upon completion of the programme, students will have the broad range of skills necessary for an industry that increasingly asks for people with a multidisciplinary approach.

Depending on the specialisation chosen, students will be able to look for work 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.

The real strength of the programme is that graduates will have had some experience in many of these areas, a quality that will become increasingly important as technologies converge.

Ultimately, it is AeU's goal to develop graduates who can think imaginatively and bring their ideas and the ideas of others to life through a creative and artistic approach to digital communication.