

# A creative and artistic approach

**D**IGITAL creative media is an exciting career in today's technologically advanced and interconnected world.

The creative multimedia industry is one of the most sought-after industries in the world.

It cuts across arts, sciences and business in creating unprecedented connectivity, driving innovation and new business models.

There is a rising demand for practitioners who can function as multidisciplinary experts, even if they are already specialised in a particular area.

AeU's Bachelor of Creative Digital Media (BDCM) degree programme is designed by AeU's School of Information and Communication Technology (SICT).

Graduates gain the knowledge of engineering creations and a wide range of transferable skills, including research and analysis techniques, problem-solving, communication and negotiation.

There are vast career opportunities for graduates in creative designing, filming and arts, photography, graphics, animation, audio, video and mobile applications.

Creatively challenging and academically rewarding, the programme delivers the perfect balance between media practice and theory. It recognises the important links between media productions and the concepts which drive them.

It will also provide you with intellectual resources necessary to meet the needs of a rapidly changing media workplace.

AeU teaches a high standard of media skills and competencies, covering the aspects in new media, Internet technology, digital media and how it can be used to enhance communication.

The digital era of information and technology has created a strong demand for young tech-savvy individuals who are capable of using the latest and most advanced media tools in getting the message through via mobile technology.

## Teaching method

SICT employs 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 conventional face-to-face meetings with students.

Full-time study will take the form of attending classes led by qualified lecturers or academic facilitators either in AeU Kuala Lumpur or any of its approved learning centres available nationwide.

AeU's ODL programmes are designed to suit the schedules of busy working adults. Classes are scheduled during the weekends.

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

Relevant learning materials will be uploaded in the learning management system called Personalized Learning Space (myPLS), of which access is given to both full-time and part-time students to download, read and practise at their own learning time.

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

Students will also benefit from AeU's attachment with the creative media industry to gain industrial training experience during their industrial placement in their final semester.

The goal is 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.

"Having a good concept is the most important thing I learned from the School of Information and Communication Technology.

"We began with technical training but the



Anas Afifi: 'Having a good concept is the most important thing I learned from the School of Information and Communication Technology.'

importance of good concept is always emphasised.

"Understanding user needs and building concepts around requirements are also something I found to be very useful, and the professional experiences of the academic facilitators here are especially helpful in this regard.

"I enjoyed my study in AeU," says Anas Afifi Sazali, a BDCM student of AeU.

## Career options

Employment occurs predominantly in the advertising industry, media and entertainment, education and the corporate sector.

Some rewarding career opportunities are: Interface designer, interaction designer, web designer, web programmer, e-commerce designer, flash animator, flash programmer, project manager, e-business developer, e-learning developer, creative media consultant, creative media developer, sound and video editor, video editor, 3D/2D animator, web developer (programming and scripting), instructional designer and website manager.

## About AeU

AeU is a collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue Countries (ACD).

All its academic programmes are internationally benchmarked, approved by the Malaysian Ministry of Education (MOE) and accredited by the Malaysian Qualifications Agency (MQA).

AeU has an enrolment of over 15,000 students in 56 countries and has produced over 5,000 graduates thus far.

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

The Open Entry requirement for a bachelor programme regulates that candidates must be at least 21 years old, possess a minimum of PMR/SRP/LCE or equivalent and a recognised prior learning experience.

There are three intakes annually – January, May and September.

Registration is available via Online Application at [www.aeu.edu.my](http://www.aeu.edu.my).

AeU's education fairs will be held on:

> June 14 and 15 (10am-6pm)

NAPEI 33rd Malaysian Education Fair, Mid Valley Exhibition Centre

> July 19 and 20 (10am-6pm)

Higher Education Fair 2014, Mid Valley Exhibition Centre

■ For more information, call toll-free 1300 300 238 or visit [www.aeu.edu.my](http://www.aeu.edu.my)