A creative and cross-disciplinary approach

DIGITAL 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 collaborative development, innovation and new business models. There is a strong demand for practitioners who can function in multidisciplinary expert circles, even if they are already specialising in a particular area.

As part of the School of Information and Communication Technology (SICT), graduates gain the knowledge of engineering, business and academic skills, including research and analysis techniques, problem-solving, communication and negotiation.

There are vast career opportunities for graduates in creative design, film making, art and photography, game design, animation, multimedia and mobile applications.

Creatively challenging and academically rewarding, the programme delivers the perfect balance between media practice and theory that recognises the important links between media production 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.

ICT provides a high standard of media skills and competencies, covering the aspects in research, Internet technology, media and how it can be used to enhance communication.

The 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 multimedia tools in getting the message through via mobile technology.

Teaching method

The programme offers a variety of teaching methods, including case studies, simulations, project-based learning and industry guest lecturers. Mode of study is pre-recorded online distance learning (OOL) and full-time which applies conventional face-to-face meetings with coursework.

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

AUE’s ODL programmes are designed to suit the schedules of busy working adults. Courses 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 on the learning management system called PeranBisnes Learning Space (myFLS), of which access is given to both full-time and part-time students to download, read and practice at their own leisure.

During the final three semesters in the programme, students will be assigned to work in teams taking into account the existing real-world digital media projects.

Students will also benefit from AUE’s attachment with the creative multimedia 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 for my School of Information and Communication Technology.

"We began with technical training but the artistic part is the most important aspect. It takes creativity and a good mind to develop good concepts."

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

Career opportunities

Employment occurs predominantly in the advertising, industry, media and entertainment, education and the corporate sector. Some rewarding career opportunities are: Interface designers, Interaction designers, Web designer, software designer, Flash animator, Flash programmer, project manager, e-business designer, e-learning developers, creative media consultant, creative media developers, sound and video editor, video editor, 3D/2D animators, web developer (programming and scripting), instructional designer and website managers.

About AUE

AUE 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).

AUE has an enrolment of over 15,000 students in 36 countries and has produced over 5,800 graduates to date, thus far.

Admissions to bachelor’s programmes are through either normal entry or open entry. The Open Entry requirement for a bachelor’s programme requires that candidates must be at least 21 years old, possess a minimum of PHK/PTE or equivalent and have a recognised prior learning experience.

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

Registration is available via Online Application at www.acu.edu.my.

AUE’s education fairs will be held on:

- June 14 and 15 (10am-6pm)
- July 19 and 20 (10am-6pm)
- September 13 and 14 (10am-6pm)

For more information, call toll-free 1300 330 238 or visit www.acu.edu.my.