

What is Interactive Media?

Interactive media is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerized environment that allows people to interact with the data for appropriate purposes. The digital environment can include the Internet, telecoms and interactive digital television. And it is not just about designing web page, it is the knowledge of how to integrate all the subjects into an Interactive Media application with the ability to generate creative idea towards the development of Interactive Application.

This Diploma is highly recognized in over 100 countries and in fast growing worldwide industry. There is a constant demand for experts in the creative design of the interactive media products and this Diploma equips students with these skills to prepare them for a career in the IT Industry. This program is accredited by **EdExcel International, UK**. It provides a progression path to the degree level either can be taken in Singapore or in the UK, US and many others.

This Diploma aims to produce graduates with a broad range of Interactive Media production skills, in addition to an in-dept understanding of how interactive Media and the Internet is revolutionizing the current industry. A programmed that has commercial bias and is relevant to current job market.

The **BTEC** (by EdExcel) National Diploma and Higher National Diploma programs at AEC are designed to provide students with the knowledge and skills to enter and be successful in the Industry. They also provide students with an efficient pathway to further study at Bachelors level and above.

Where can you go after this Higher national Diploma In Interactive Media

You can proceed to do your degree in Interactive Media with the following Universities in UK, US & Australia and many others. You can also do a 1 to 2 years program in Singapore for the Bachelors of Science in Interactive Media at AEC Business School.

UK Universities

- Bournemouth University (The Business School)
- University of Glamorgan
- University of Gloucestershire

AEC School Of Interactive Media

- University of Huddersfield
- University of Northampton
- Nottingham Trent University
- University of Plymouth
- University of Salford
- Southampton Solent University
- University of Sunderland
- University of the West of England
- York St John University
- Guildhall College (in association with UEL)
- Bournemouth University (The Business School)
- Brunel University West London
- Cambridge Education Group (Stafford House College)
- The University of Central Lancashire
- Coventry University
- University of Derby
- De Montfort University
- University of East Anglia
- University of Essex
- The University of Greenwich
- Griffith College Dublin
- Hertfordshire International College of Business and Technology (HIBT) – University of Hertfordshire
- Huron University USA in London
- Kingston University
- The University of Liverpool
- Nescot College International
- Northumbria University

AEC School Of Interactive Media

- The University of Portsmouth
- The University of Reading
- The Surrey Institute of Art and Design University College
- The University of Southampton
- The University of Sussex
- Thames Valley University – London
- University of Wales, Cardiff Institute
- University of Westminster
- Anglia Ruskin University
- University of Bedfordshire
- The University of Bolton
- University of Brighton
- Buckinghamshire Chilterns University College
- Canterbury Christ Church University
- University of Central Lancashire
- De Montfort University
- University of Gloucestershire
- University of Greenwich
- Harper Adams University College
- University of Huddersfield
- The University of Lincoln
- London Metropolitan University
- London South Bank University
- Manchester Metropolitan University
- University of Plymouth
- University of Portsmouth
- University of Wales, Newport
- University of Wales, Swansea Institute of Higher Education

AEC School Of Interactive Media

- University of Ulster
- University of Westminster
- University of the West of England, Bristol
- University of Wolverhampton
- Liverpool John Moores University -
- University of East London in partnership with Guildhall College (BA Hons – Business)

USA Universities

University at Buffalo, The State University of New York

University of Denver

East Carolina University

Hawaii Pacific University

Iowa State University

Johnson & Wales University *

Plattsburgh State University of New York, (SUNY)

San Francisco State University

Southern Illinois University, Carbondale

Wichita State University

The University of Tulsa

Australian Universities

Curtin University, Sydney

Curtin University of Technology, Sydney

Edith Cowan University

Murdoch University

Queensland University of Technology

Progressing to Employment

BTEC Higher National Diplomas (HNDs) and BTEC National Certificates (HNCs), are designed for the workplace as well as for university. There are large numbers of students who want to finish studying and obtain a good job, without spending three years at university. BTEC qualifications provide the specialist knowledge, skills and confidence to make an immediate impact in the modern workplace.

What is Edexcel ?

Edexcel is the Merger of Business & Technology Education Council (**BTEC**) and University of London examination & Assessment Council (ULEAC) and is the exclusive provider of **BTEC** qualifications. **BTEC** qualifications are National UK vocational qualifications that are recognized by industry and Universities around the world.

Why study BTEC?

1. 500,000 candidates registered for 2005 undertaking 3.5 million units
2. Over 20 Million people gained Edexcel qualifications in the last 15 years,
3. Recognised in over 110 countries worldwide
4. Over 100 Universities around the world including UK, Australia and USA recognise BTEC qualifications and award advanced credit up to final year.

Career Opportunities

“Some 10,000 jobs are expected to be created in the media industry over the next 6 years, said the Media Development Authority. Despite the recession and retrenchments, the demand for creative talent remains robust with companies still on the lookout for good staff”, said Minister for Information, Communications and the Arts Lee Boon Yang. Reported by CHANNEL NEWSASIA and published in Today Newspaper, 6 of March 2009, page 8

Plenty of Job Opportunities like Graphic Designer, Web Page Designer and Developer, Animation Artist, Video Editor, Advertisement Designer, Multimedia Designer, Web Marketer, Games Developer, 2D & 3D Designer, interactive media designers/producers, interactive media project managers, content developers, interface designers and visual communicators and many more. These jobs are being put on ads on daily basis.

Who does the Interactive Media industry need?

Interactive media needs people with a broad range of cross-disciplinary and specialist skills, along with an entrepreneurial attitude and a commitment to keep skills up to date. Awareness of the other interactive media skill sets beyond their own specialism is key. As interactive and other digital media increasingly converge, awareness of how products and content can be created across multiple platforms is vital - in particular the way intellectual property can be used beyond its original medium. This is exactly the knowledge that you will learn from this Diploma.

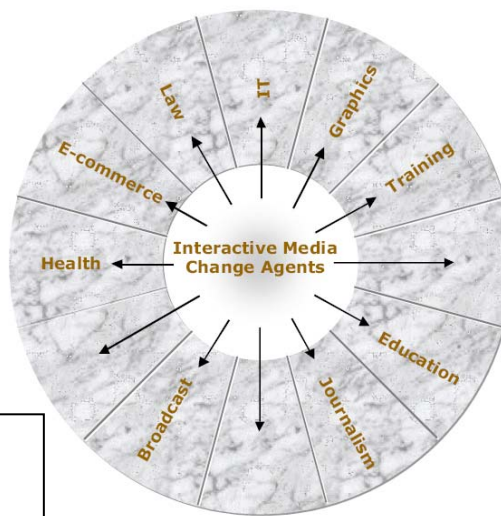


Fig 4: Interactive Media in Business involvement (from *England and Finney*)

Change Agents are people with the vision and skills (Experts) to implement Interactive Media Applications.