

FOR IMMEDIATE RELEASE

MDEC continues drive for an inclusive digital Malaysia by equipping hearing-impaired students with 3D skills

- MDEC's ongoing pilot for the Kre8tif!@Schools programme sees SM Pendidikan Khas Vokasional Shah Alam hosting a six-day 3D animation workshop for hearing-impaired school students.
- The programme will be used to gauge reception and will hope to spur on the adoption of 3D animation courses into regular special-needs school syllabi.

CYBERJAYA, 26 JUNE 2019 – Malaysia Digital Economy Corporation (MDEC) is continuing its efforts to drive digital adoption by all Malaysians by deploying digital education support for special needs students, including hearing and speech-impaired school-goers.

Schools such as SM Pendidikan Khas Vokasional Shah Alam are becoming direct beneficiaries of the ongoing pilot of MDEC's Kre8tif!@Schools programme.



Participating students of the 3D animation workshop posing in front of their classroom for a photo-op.

The programme was developed to help hearing-impaired students obtain marketable skills in creative ICT technology, and provides them with training in 3D modeling and animation skills, eventually allowing them to gain college admissions and to potentially pursue lucrative creative careers.



Students engaged in a 3D animation activity on their laptops during the workshop.

The structure of the programme includes three workshop sessions for 30 students, taking place over three weekends from May to June 2019, with the pilot concluding in July with awards for the best animation clips created by attendees.

The programme received strong industry support with companies such as Forest Interactive, UNDO Academy, Animonsta and Multimedia University (MMU) all providing resources and materials (tablets, goodie bags and prizes) to be used in workshops and classes.



Workshop trainers include animation experts from the industry.

Kre8tif!@School will also work in tandem with other inclusive talent initiatives at MDEC, such as the #mydigitalmaker Movement, including the #mydigitalmaker Champion Schools initiative, which promotes the use of digital technology in education. Under this banner, several schools have been identified as focal points to help bring digital transformation to their nearby communities, with one of them being SK Pendidikan Khas Selangor, which is another school serving students with physical learning impediments such as lack of speech or hearing.

Hasnul Hadi Samsudin, MDEC's VP for Digital Creative Content, commented: "Creativity thrives in our nation because of our cultural diversity and openness. Our homegrown Kre8tif!@Schools programme provides an inclusive avenue for all students to unleash their potential and achieve success. This also emphasises that creativity does not discriminate and can be sparked and harnessed among all children, given the right opportunity and platform. The creative energies of all Malaysian children will help contribute to our creative content industry's continuing impact as one of our digital economy's key drivers."



###

About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the government agency under the Ministry of Communications and Multimedia Malaysia entrusted to lead the nation's digital economy forward.

MDEC's mandate includes driving digital adoption, development of industry ready tech talents, digital economy policies and global champions.

With its proven track record, industry credibility and experienced leadership MDEC works to connect, catalyse and commercialise digital initiatives to advance a thriving and sustainable digital economy placing diversity and inclusivity at its core and future proof Malaysia for the digital age.

#LetsBuildTogether #mdec #mymdec #DigitalMalaysiaForward

To find out more about MDEC's Digital Economy initiatives, please visit www.mdec.my or follow us on:

Facebook: <https://www.facebook.com/MyMDEC/>

Twitter: @mymdec

For further media enquiries, please contact:

Sharifah Syazreen Syed Agail

Senior Executive, Communications

Malaysia Digital Economy Corporation (MDEC)

Tel: 03-8314 1839 **Email:** syazreen.syed@mdec.com.my
