



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CREATIVE MEDIA
& TECHNOLOGY HUB
Creativity Beyond Possibilities

INFORMATION SCIENCE STUDIES
COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS
UNIVERSITI TEKNOLOGI MARA (UiTM)
NEGERI SEMBILAN BRANCH REMBAU CAMPUS

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CREATIVE MEDIA & TECHNOLOGY HUB (CMTHub)

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ABSTRACT

This report describes the experiences and lessons learned during an eight-week industry training program at the Creative Media and Technology Hub (CMTHub), Universiti Teknologi MARA, Shah Alam. The curriculum attempted to connect theoretical knowledge to practical applications, with a focus on digital media production, event management, and multimedia content development. The primary responsibilities included generating promotional materials, photographing events, conducting interviews, and using DSLR cameras. The internship helped me improve my technical skills, leadership, cooperation, and problem-solving talents while also encouraging creativity and adaptation in a fast-paced workplace.

The report emphasizes the importance of industry training in providing students with real-world skills and insights, outlines CMTHub's organizational structure and functions, and describes training programs. It finishes with thoughts on personal development, learning results, and suggestions for strengthening CMTHub's operations and internship program. The experience gave the intern excellent professional experience and equipped her for future opportunities in multimedia creation and information management.

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CHAPTER 1: INTRODUCTION

Background of the industrial training program

Industrial training forms part of such academic requirements, especially for students pursuing a Diploma in Information Management. This allows the student to make the necessary transition from theoretical to practical aspects of learning within a professional setup. Such training ideally aims at exposure to the real world through scenarios and tasks that are given to the students to develop an understanding of organizational processes, along with the acquisition of relevant skills for eventual employment. Apart from that, it also deals with managing information systems, digital content creation, databases manipulation, and communication flow within an organizational setup for the students of Information Management.

This report is submitted for partial fulfillment of the requirements of my course. My Industrial Training was carried out at Creative Media and Technology Hub, Universiti Teknologi MARA, Shah Alam. It is a hub that enhances the development of creative media and innovates technologies. During my tenure of eight weeks, I got to be a part of different activities and tasks such as event organization, digital media production, podcast recording, and teamwork.

Purpose and objectives of the report

This report serves several purposes:

- To reflect on the skills, information, and experiences acquired during the eight-week internship.
- To document and analyze the work, initiatives, and responsibilities that I completed throughout my industrial training.
- Provide constructive comments and suggestions for improving CMTHub's industrial training curriculum and organizational processes.
- To examine the obstacles encountered, how they were successfully overcome, and how these events influenced my professional and personal growth.