



اَبُو سَيِّدِي تَيْكُو لُو جِي 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
DIPLOMA IN INFORMATION MANAGEMENT (CDIM110)

COURSE CODE:

INDUSTRIAL TRAINING (IMD310)

DURATION OF TRAINING:

22 JULY 2024 – 13 SEPTEMBER 2024 (8 WEEKS)

PLACE OF TRAINING:

CREATIVE MEDIA & TECHNOLOGY HUB (CMTHub)

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SUBMISSION DATE: 23 JANUARY 2025

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 is an important part of the academic program, especially for Diploma in Information Management students. It helps students move from learning theory to applying it in real-life work situations. This training gives students hands-on experience with real tasks, helping them understand how organizations work and develop skills needed for future jobs.

Students also learn how to manage information systems, create digital content, work with databases, and improve communication within an organization. This report is submitted as part of my course requirements.

I completed my industrial training at the Creative Media and Technology Hub, Universiti Teknologi MARA, Shah Alam. This hub focuses on developing creative media and new technologies. During my eight-week training, I took part in various activities, including organizing events, producing digital media, recording podcasts, and working as part of a team.

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.