



PROJECT SUMMARY

Ref No.: MRIC/IBG3-CIEI/05	Title: Enhancing University-Industry Collaboration for Sustainability through Multimedia Creation and Innovative Service Learning
Local Institution: Centre for Innovative Lifelong Learning (CILL)- UOM	
Collaborating Institution: Aestetika Studio Limited	
Project Leader	
Mrs Sandhya Gunness	Centre for Innovative Lifelong Learning (CILL)- UOM
Research Collaborator(s)	
Name	Organisation
Ms Ingrid Bell	Aestetika Studio Limited
TECHNICAL ABSTRACT This project aims to foster capacity building in creative and emerging digital technologies to enhance content creation skills. By bridging academia and industry, the initiative will provide hands-on training, interdisciplinary collaboration, and service-learning opportunities to equip participants with the necessary digital competencies for sustainable innovation. Leveraging cutting-edge multimedia tools, artificial intelligence, and immersive technologies, the project will empower students and professionals to develop high-quality digital content that supports sustainable development goals (SDGs). It will also integrate industry-relevant skills such as digital storytelling, interactive media production, and ethical AI applications. Through strategic partnerships, participants will engage in real-world challenges, contributing to community-driven projects while strengthening their employability and entrepreneurial capabilities. The initiative aligns with national and global efforts to advance digital literacy, creative economies, and sustainable practices through innovative learning and knowledge-sharing frameworks.	
Key Words: Digital Content Creation, Sustainability competencies, University-Industry, Emerging Technologies	