africa digital
media institute

PASSION TO PROFESSION

AFRICA DIGITAL MEDIA INSTITUTE PROSPECTUS
2018

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WELCOME TO ADMI

The **Africa Digital Media Institute (ADMI)** is an innovative learn-and work social enterprise where young creatives get the training, mentorship and resources they need to turn their passion into a profession.

We offer courses at the intersection of art, media, technology and business at certificate and diploma levels.

7 DIPLOMA PROGRAMMES

- Film & TV Production
- Journalism & Multimedia
- Music Production
- Sound Engineering
- Animation & Motion Graphics
- Graphic Design
- Mobile App & Game Development

4 PROFESSIONAL CERTIFICATE PROGRAMMES

- Digital Marketing
- Photography
- Graphic Design
- Video Production

2 FOUNDATION CERTIFICATE PROGRAMMES

- Photography
- Multimedia

OUR VISION:

Millions of African digital professionals and entrepreneurs sharing their creative content with the world for profit and impact.

OUR MISSION:

To be the leading international-standard creative arts, media, and technology school in Africa.

INNOVATIVE LEARN-AND-WORK MODEL

Our innovative learn-and-work model achieves unrivalled industry placement rates by combining 3 elements:

1 HIGH-SPEC TECHNICAL TRAINING, BOTH **IN AND OUTSIDE** THE CLASSROOM

INSIDE THE CLASSROOM
Our project-based curriculum is designed and delivered by industry experts

OUTSIDE OF THE CLASSROOM

INDUSTRY EXPERIENCE PROGRAMME
Students build their industry knowledge and professional networks by attending conferences, workshops and festivals through our Industry Exposure Programme.

WORK EXPERIENCE PROGRAMME
Students work on real client briefs for our local and international employer partners.

2 INTENSIVE DIGITAL AND SOFT-SKILLS COACHING THROUGH OUR **CAREER LAUNCHPAD PROGRAMME**

Through a one-year programme, students develop the professional skills they need in order to compete in the global workforce.

3 A RIGOROUS **APPRENTICESHIP** PROCESS

Employer partners at various media houses hand-pick students in semester 5 as candidates for their 3-month internship.

ADMI's learn-and-work model requires students to rigorously engage with and contribute to industry throughout their academic experience. By the time students complete their coursework, ADMI students have been immersed within their industry having acquired experience through 8 work assignments equipping them with the practical skills, portfolio and professional network that set them apart from other graduates.

ADMI partners with some of the biggest names in the digital world to help students work as they learn and to secure internships and work placements after graduation. Below is a list of some of the organizations that our students and alumni have worked with:

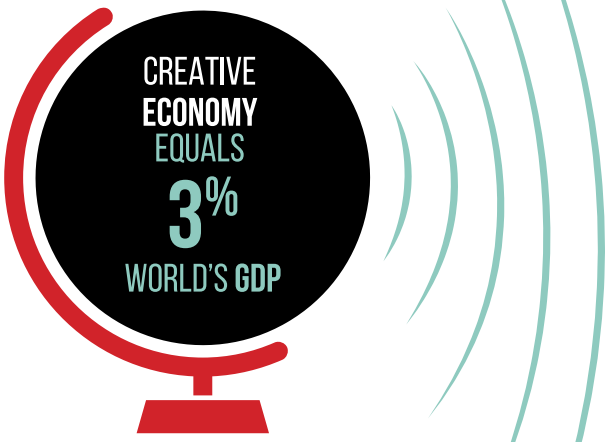
AFRICA'S DIGITAL GENERATION

We believe that the new digital economy - created by the convergence of media, technology and business - offers African youth the chance to produce and distribute high-quality content for the global market like never before. Young people working at the forefront of digital media will have a tremendous advantage.

ADMI is committed to equip Africa's digital generation to exploit this historic opportunity.

THE CREATIVE ECONOMY

EMPLOYS NEARLY **30 MILLION PEOPLE** WORLDWIDE AND GENERATES **$2.25 TRILLION IN REVENUE**, OR 3% OF THE WORLD'S GDP.

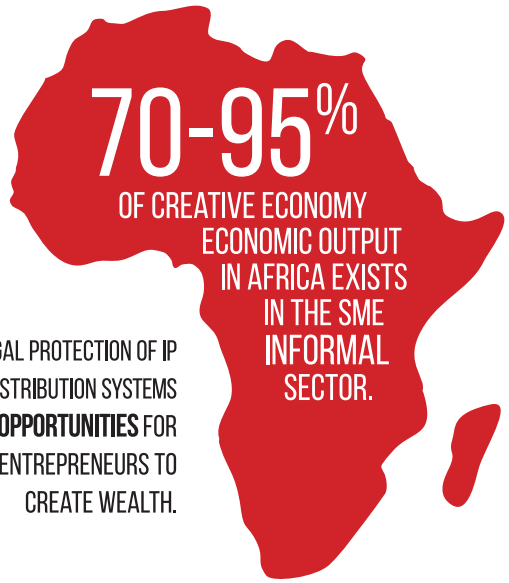


IT ALSO HAS **RIPPLE EFFECTS IN AFRICA** AND ON THE GLOBAL ECONOMY.

CREATIVE AND CULTURAL INDUSTRIES ARE KEY DRIVERS OF JOB CREATION, FOREIGN EXCHANGE EARNINGS AND CATALYSTS OF OTHER INDUSTRIES SUCH AS

LEISURE, PRINTING, TOURISM AND TRANSPORT.

CREATIVE SECTOR GLOBALLY **EMPLOYS MORE PEOPLE AGED 15-29 THAN ANY OTHER SECTOR** (19.1% OF POPULATION).



LACK OF LEGAL PROTECTION OF IP AND DIGITAL DISTRIBUTION SYSTEMS **LIMITS OPPORTUNITIES** FOR ENTREPRENEURS TO CREATE WEALTH.

OUR STORY

ADMI began in 2011, with the launch of the Jamhuri Film and Television Academy (JFTA), created to empower and promote the expertise of young and enthusiastic filmmakers in Kenya.

The institute had five students at its inception. By 2013, JFTA had gained an excellent reputation in the film industry and built successful partnerships with organisations such as FilmAid, Kenya Film Studios and SuperSport Studios.

The need for talent beyond the film industry was apparent. There was a shortage of well-trained creatives in graphic design, animation and sound engineering and companies approached us to develop programs in these areas. Our education offering expanded and our pan-African vision crystalised. JFTA changed to ADMI in 2015 to reflect this exciting progress.

We now offer comprehensive diploma and certificate programmes, providing a talent pipeline of passionate professionals to Africa's growing creative economy.

Today, ADMI offers 13 certificate and diploma programmes providing a talent pipeline for Africa's growing creative economy.

Now serving over 250 students, ADMI attracts faculty from around the world and is supported by our highly respected Advisory Council, which includes: **Caroline Mutoko, Eric Wainaina, Dr. Bitange Ndemo, Juliani, Judy Kibinge, Alison Ngibuini, Oliver Litondo, Farzana Khubchandani, Andreata Muforo and Erin Smith.**

JFTA is founded by Wilfred Kiumi.

2011

2012

Film & TV classes begin

JFTA initiates first industry partnerships.

2012

2014

First ADMI campus established in Nairobi through partnership with JFTA.

JFTA formally rebrands to ADMI.

EARLY 2015

MID 2015

Course offering deepens to six main diploma courses.

Student enrolment increases to over 150 students with students from 10 countries.

EARLY 2016

MID 2016

ADMI expands to a new state-of-the-art campus in Nairobi CBD to accomodate growth.

250 Students

EARLY 2017

MID 2017

ADMI enrolls its 500th student

OUR PHILOSOPHY

With the convergence of media, technology and business, Africans can produce and distribute high-quality content for the global market in a way they could not before.

ADMI is committed to equipping Africa's digital generation.

Our offering is:

GLOBAL

Curricula are developed in partnership with industry and faculty advisors who are recruited from leading international academic institutions. ADMI has attracted community members from around the world.

To date, we have hosted community members from: *Benin, Democratic Republic of the Congo, Ethiopia, Germany, Ghana, Hungary, Nigeria, Rwanda, South Sudan, Tanzania, Uganda and the United States of America.*

PRACTICAL

Students get access to high-end equipment, sound studios and computer labs, and enjoy early industry exposure.

DIGITAL

ADMI is progressively deploying cutting-edge e-learning tools, including a standardized curriculum and automated assessment. The student computer ratio stands at 1:1.

VALUE-DRIVEN

We value diversity and creative expression while also emphasizing professionalism, good discipline and model ethical behaviour. We also emphasize on professionalism, diligence, engagement, courtesy, respect and compassion.

TRANSFORMATIONAL

ADMI immerses students in an intense learn-and-work experience to help students reach their personal and professional goals.

ACADEMIC PARTNERSHIPS

Through partnerships with industry leaders, we are constantly expanding our credentials in new media, including boot camps in Digital Marketing, Growth Hacking, Creative Scale up Accelerator and Data Science. We benefit from established partnerships with a number of companies and overseas educational institutions including:

Google has been a supportive partner, providing curriculum support and helping with course design, faculty selection and participant mobilisation for some of our market-leading short courses.

Full Sail University has an Articulation Agreement with ADMI's Film & TV programme. This agreement provides Film & TV Production students with transfer credits, used towards a degree course at this leading American creative media and technology college.

Adobe Certification, through this partnership, ADMI students gain a competitive edge over their peers by earning an Adobe Certified Associate (ACA) certification.

ADMI is **Pearson Assured,** a service that assures the quality of the processes underpinning the design, delivery, quality assurance and/or assessment of ADMI's education and training programmes.

Additionally, we are a member of the **Oracle Academy** and academic collaborations are ongoing with the **Queensland University of Technology** (Australia) and **Whistling Woods International** (India). ADMI opens doors across the world to its students with more exciting local and international partnerships in the pipeline.

OUR CAMPUS

ADMI's campus is a vibrant creative working space, conveniently located in the heart of Nairobi's Central Business District. Our extensive resources include:

Live sound equipment including Allen & Heath mixers, DBX compressors, crossovers and equalizers

TV studio has tracking floor with lighting grid

Photography equipment including Canon 5D Mark 3, Nikon D7100, Godox AD 360 and Yongnuo 560

Post-production labs equipped with iMacs and software including Final Cut, Adobe Premiere and Avid Composer

Acoustically treated sound studio

Vocal booth that doubles up as rehearsal space

Control room with professional software, including Protools and Logic and C24 mixing surface

Animation labs equipped with iMacs and software including Autodesk Maya and Dreamweaver

Graphic design labs including Wacoms and Adobe Suite

Library

Equipment vault

DIPLOMA IN FILM & TV PRODUCTION

COURSE DURATION: 4 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

Our Film & TV Production programme prepares students to write original stories and capture global audiences using cinematic tools. During their first year, students learn to use small HD camcorders before progressing to high-end HD formats like REDD1, Epic, Sony F900 and Panasonic 2700/3700 in their second year. Over the course of two years, students learn producing, scriptwriting, directing, cinematography and post-production. Graduates emerge from the programme with industry experience and impressive portfolios, including commercials, music videos and films.

Upon successful completion of the programme, graduates will be able to:

- Write scripts for commercials, films and documentaries
- Produce and direct films, documentaries and dramas
- Edit videos and films with artistic awareness and technical expertise

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning an Adobe Certified Associate (ACA) certification in:

• **Video Communications using Adobe Premiere®Pro.**

ADMI instructors prepare students to successfully pass these exams through a project based curriculum that leverages Adobe Education learning resources, practice tests, and real-world applications. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Thomas Bundi has over 15 years working experience as a lighting cameraman, soundman, grip, assistant director and associate producer in Africa, the United States and Australia. Bundi holds a Diploma in Video Production from the Kenya Institute of Mass Communication and is currently a producer and director at Swahili Motion Picture Company, a Nairobi-based content production company.

DIPLOMA IN MUSIC PRODUCTION

COURSE DURATION: 4 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

Our Music Production programme cultivates students' unique style while equipping them with the technical skills needed to launch successful careers in the music industry. During their first year, students are introduced to music production and songwriting before progressing to studio and live sound recording. Over the course of two years, students learn to operate state-of-the-art sound equipment and work with music professionals from around the world. Graduates emerge from the programme as entertainment industry professionals with strong skills in the latest software and music production techniques.

Upon successful completion of the programme, graduates will be able to:

- Compose music for various media, including commercials and films
- Write, record and produce original songs
- Build a music brand and business plan

MEET THE FACULTY

Patrick Kabugi is an award-winning Composer, Sound Designer and Post Production Sound Mixer for Film and TV. He has been teaching at ADMI since January 2015 and has composed music and mixed Sound for Films, Documentaries, TV/Radio commercials, TV series and Radio Drama, serving a diverse range of clients including Safaricom, KCB, and UNICEF. Patrick holds a Diploma in Music for TV (Music for the Media – UK), a Certificate in Sound for Film from DW Akademie and a BA degree from the University of Nairobi. He is also an Alumnus of the Berlinale Talent Campus – Berlin Germany (Sound Design and Composing Music for Film)

DIPLOMA IN SOUND ENGINEERING

COURSE DURATION: 4 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

Our Sound Engineering programme trains students in all areas of sound production, including music production, studio recording, mixing, mastering and digital audio editing.

During their first year, students are introduced to the fundamentals of music production before progressing to live sound and studio recording. Over the course of the two years, students learn to operate state-of-the-art sound equipment and setup live gigs. Graduates emerge from the programme with the technical skills they need to pursue careers as sound designers, dialogue editors, boom operators, and studio engineers.

Upon successful completion of the programme, graduates will be able to:

- Operate analogue and digital audio systems for live sound and studio production
- Record, mix and master different genres of music to global standards
- Set up sound systems for live events and operate digital audio systems for studio production

MEET THE FACULTY

Juma Tayari is a Sound Engineer with over five years experience in audio processing, specializing in live sound reinforcement. He was a boom swinger at Breath Sunshine Music Conference in 2014 and the ADR engineer for a film that competed in 48 Hour Film Challenge in Cape Town, South Africa. He holds a Bachelor of Arts Degree in Sound Production from SAE Institute South Africa.

DIPLOMA IN JOURNALISM & MULTIMEDIA

COURSE DURATION: 4 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

Our Journalism & Multimedia programme teaches students how to craft compelling news stories and incorporate multimedia elements. The program trains students both as journalists and multimedia experts in order to equip them with the skills they need to deliver engaging content for today's quickly changing media landscape. Over the course of two years, students will learn how to create news for digital platforms, print, radio, and television; operate industry-standard audio-visual equipment; and, artfully use multimedia elements to increase engagement. Students graduating from the programme will be equipped with the skills they need to thrive in today's multimedia newsrooms.

Over the course of this programme, graduates will:

- Write newsworthy stories and edit them for print, radio, TV and digital platforms
- Use multimedia elements, including photography, videography and graphics to increase viewer engagement
- Create and pitch professional news packages to editors at traditional media houses or digital platforms, including KTN, Standard, BBC and Buzzfeed
- Produce a professional newsreel and digital marketing strategy that showcases each student's unique storytelling style and cultivates a strong online following

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Video Communications using Adobe Premiere®Pro
- Visual Communications using Adobe Photoshop®
- Graphic Design & Illustration using Adobe Illustrator®
- Print & Digital Media Publication using Adobe InDesign®
- Web Communications using Adobe Dreamweaver ®

ADMI instructors prepare students to successfully pass these exams through a curriculum that leverages Adobe Education learning resources and practice tests. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Lillian Wafula is a highly-experienced communications specialist, who has worked with Kenya Broadcasting Corporation, Japan International Cooperation Agency, Kenya Baptist Media, Them Mushrooms Sound Studio and St Paul's University. As well as teaching Mass Communication, Lillian is also a respected sound producer and editor, with more than 17 years' experience working in music production studios, serving clients from across Africa. In addition, she has recorded Reuben Kigame, Emmy Kosgei, Japheth Kassanga and Them Mushrooms, among others. Lillian graduated from St Paul's University-Limuru in 2011, with a Bachelor's degree in Arts in Communication. She has also trained as a Studio Technical Operator at the Kenya Institute of Mass Communication and is currently pursuing a Master's Degree in Media Studies at Daystar University.

DIPLOMA IN GRAPHIC DESIGN

COURSE DURATION: 4 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

Our Graphic Design programme teaches students the latest graphic design techniques and software. Through a project-based curriculum that leverages Adobe Education learning resources, students learn to communicate ideas across a range of visual mediums. The course begins with an introduction to the history of design and design principles before progressing to branding, digital artwork, and motion graphics. Over the course of two years, students complete briefs for real clients using a variety of software from Adobe Creative Suite, including Adobe Illustrator, Photoshop, InDesign and After Effects. Students graduate with impressive portfolios that include digital artwork, web designs, and original brand concepts along with an added Adobe Certified Associate credential recognized by employers around the world.

Over the course of this programme, graduates will be able to:

- Use elements of design, including typography, colour, and balance commercial and artistic compositions
- Use graphics and animation fundamentals including 3D Modelling, Adobe Illustrator and Photoshop
- Develop brands and products using human-centred design principles

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Visual Communications using Adobe Photoshop®
- Graphic Design & Illustration using Adobe Illustrator®
- Print & Digital Media Publication using Adobe InDesign®
- Web Communications using Adobe Dreamweaver ®

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MEET THE FACULTY

Nzilani Simu is a designer and illustrator from Nairobi, Kenya. She specialises in infographics, hand lettering, illustration, branding and is passionate about design for social impact. She has over ten years of experience working freelance and for creative agencies - including Scangroup and Ark Africa. Previous clients include Equity Group Foundation, iHub, Nendo, Heva Fund, Hivos, Java House Africa, Africa Womens Development Fund and others. She has a BA in Sociology from the University of Western Ontario and BA in Graphic Design from Curtin University in Malaysia.

DIPLOMA IN ANIMATION & MOTION GRAPHICS

COURSE DURATION: 5 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

ADMI's Animation & Motion Graphics programme trains students in current industry practices using software packages such as Autodesk Maya and Adobe Creative Suite. During their first year, students hone their drawing, scriptwriting and storyboarding skills before progressing to character animation and advanced texturing and modelling. Over the course of two years, students develop their technical and artistic skills by completing animation and motion graphics projects from initial concept to finished product. Graduates emerge from the programme with industry experience and impressive portfolios, including 2D and 3D animations, character designs and motion graphics.

Over the course of this programme, graduates will be able to:

- Develop 2D and 3D characters and demonstrate an understanding of anatomy and physics
- Create animations that incorporate basic design principles, including composition and perspective
- Complete a series of motion graphics projects and an animation showreel

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Visual Communications using Adobe Photoshop®
- Rich Media Communications using Adobe Animate®
- Video Communications using Adobe Premiere®Pro
- Graphic Design & Illustration using Adobe Illustrator®

ADMI instructors prepare students to successfully pass these exams through a curriculum that leverages Adobe Education learning resources and practice tests. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Benjamin Waithaka is a 3D-Art generalist, with more than 11 years of experience in the industry. His projects include: 3D Graphics for the Bloggers Award of Kenya (BAKE); Kemet (an African High Fantasy Series); 3D visualisation for the rebranded Communications Commission of Kenya and an anti-poaching campaign for the Kenya Wildlife Service. Other clients have included the Africa Cup of Nations, Safaricom and Kenya's Vision 2030. He is also the founder and technical director of Bluesplyne Studios Kenya and was awarded Entrepreneur of the Year Award (2014) by CitiBank. Benjamin is one of the only two certified Autodesk professionals in East Africa.

DIPLOMA IN MOBILE APP & GAME DEVELOPMENT

COURSE DURATION: 5 terms
CREDITS: Average of 7 units per term with 24 contact hours per unit

ADMI's interdisciplinary Mobile App & Game Development Diploma programme teaches students how to approach problems as a developer, designer, and entrepreneur.

Through this course, students will learn how to code as full-stack developers using various programming languages, including Java, HTML/CSS, Javascript, Python, and C#. Students will graduate with a portfolio of human-centered web, mobile apps and games designed for the global market.

Upon successful completion of the programme, graduates will be able to:

- Code as full-stack developers using various frameworks, APIs and programming languages
- Use human-centered design principles to develop web, mobile and game applications for the global market
- Prepare for rigorous tech interviews for leading companies like Uber, Facebook, and Safaricom.

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Visual Communications using Adobe Photoshop®
- Graphic Design & Illustration using Adobe Illustrator®
- Rich Media Communications using Adobe Animate®
- Video Communications using Adobe Premiere®Pro
- Web Communications using Adobe Dreamweaver®

ADMI instructors prepare students to successfully pass these exams through a curriculum that leverages Adobe Education learning resources and practice tests. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Tevin Otieno is a Software Engineer at Safaricom's Innovation Hub. Previously, he's worked at Placester, a real estate software company in Boston and Super Effective Technologies, a social network startup in Beijing, amongst other startups. He is passionate about tech literacy, and was Technical Director of a HackBeanpot, Inc., a Boston-based non-profit aimed at helping to foster an inclusive tech community. He was a Creative Computing Fellow at ADMI in 2017 and he has a B.S. in Computer Science from Northeastern University in Boston.

urbanbelly

CERTIFICATE IN DIGITAL MARKETING

COURSE DURATION: 1 term
CREDITS: 2 units per term with 4 hours a week

ADMI's Digital Marketing programme is ideal for anyone involved in the planning, implementation or measurement of digital strategies. Through lectures, case studies and group discussions, candidates gain exposure to the latest methods, techniques and tools for improving organisations' digital marketing and brand-building efforts. ADMI provides a pathway for professionals to develop advanced digital marketing skills through 3 Digital Marketing Certificates.

Professionals seeking to develop advanced digital marketing skills can choose from the following 3 certificate programs:

CERTIFICATE PROGRAMME 1	Digital Marketing Fundamentals Online Advertising
CERTIFICATE PROGRAMME 2	Social Media Marketing Online Sales
CERTIFICATE PROGRAMME 3	Growth Hacking Leading a Digital Marketing Team

Upon successful completion of the programme, graduates will be able to:

- Create digital marketing campaigns for online channels like websites, apps and social media
- Write engaging content for websites, email and social media
- Create, target, launch, and track Facebook, Twitter, Instagram, LinkedIn and other social
- media platform campaigns
- Analyse engagement and conversion data to make informed decisions regarding marketing channels, audience segmentation, and more
- Work with marketing and PR professionals to add digital media tools into current advertising campaigns
- Craft and implement an effective digital marketing strategy

MEET THE FACULTY

Francis Kariuki is the founder and CEO of Digital for Africa Ltd. Francis studied Information Science at Jomo Kenyatta University and has completed advanced courses in digital media at the University of Manitoba. He has more than 10 years of experience in digital media and marketing, having worked for companies such as KCB, Rich Management and KAPC. As a consultant for KCB,he trained over 500 bankers on digital marketing in 6 different countries. He has also trained entrepreneurs for Centonomy and We Create Kenya. Francis recently published a leading piece of industry research- "Bridging the Monetization Gap for Digital Content Creators and Publishers in Africa."

CERTIFICATE IN MULTIMEDIA

COURSE DURATION: 1 term
CREDITS: Average of 6 units per term with 24 contact hours each

ADMI's Multimedia Certificate programme equips students with the skills they need to create content for today's high-tech communication environment. Through the course, students will learn to integrate text, images, and video to create multimedia projects using software such as InDesign, Wordpress, Photoshop, and Adobe Premier.

Upon successful completion of the programme, graduates will be able to:

- Shoot video and audio with college-supplied camcorders and audio recorders
- Write and optimize articles, stories or blogs for the web
- Edit content and create multimedia projects for websites, social media and youtube using Adobe Creative Cloud

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Video Communications using Adobe Premiere®Pro
- Visual Communications using Adobe Photoshop®
- Graphic Design & Illustration using Adobe Illustrator®
- Print & Digital Media Publication using Adobe InDesign®
- Web Communications using Adobe Dreamweaver ®

ADMI instructors prepare students to successfully pass these exams through a curriculum that leverages Adobe Education learning resources and practice tests. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Lillian Wafula is a highly-experienced communications specialist, who has worked with Kenya Broadcasting Corporation, Japan International Cooperation Agency, Kenya Baptist Media, Them Mushrooms Sound Studio and St Paul's University. As well as teaching Mass Communication, Lillian is also a respected sound producer and editor, with more than 17 years' experience working in music production studios, serving clients from across Africa. In addition, she has recorded Reuben Kigame, Emmy Kosgei, Japheth Kassanga and Them Mushrooms, among others. Lillian graduated from St Paul's University-Limuru in 2011, with a Bachelor's degree in Arts in Communication. She has also trained as a Studio Technical Operator at the Kenya Institute of Mass Communication and is currently pursuing a Master's Degree in Media Studies at Daystar University.

CERTIFICATE IN PHOTOGRAPHY

COURSE DURATION: 1 term
CREDITS: Average of 6 units per term with 24 contact hours each

Our Photography programme prepares students for the creative, conceptual and technical demands of a career as a photographer. Using state-of-the art cameras, students learn to light, shoot, edit and print photographs. The course also exposes students to various genres in photography and teaches students to tell stories using photographs.

Upon successful completion of the programme, graduates will be able to:

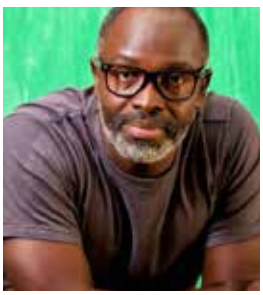
- Operate industry-standard cameras in order to capture still and motion-based images
- Apply effective lighting techniques in natural, artificial and mixed lighting
- Use Lightroom and Adobe Photoshop to edit and enhance images
- Apply appropriate techniques for different genres of photography, including portraiture, documentary, and commercial

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning an Adobe Certified Associate (ACA) certification in:

• Visual Communications using Adobe Photoshop®

ADMI instructors prepare students to successfully pass these exams through a project based curriculum that leverages Adobe Education learning resources, practice tests, and real-world applications. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html



MEET THE FACULTY

Abraham Ali is a passionate story-teller using images has worked in many countries across Africa, has worked for Corporates – local and multi-nationals, Advertising agencies, News agencies, Governmental and Non-Governmental organizations. Such as SCANAD Group, SHELL, UNEP -HABITAT, UNHCR, Toyota, Barclays Bank UK, UKAID, the Government of Kenya, among others He produced an Award-winning documentary for Saferworld – BOND Award 2013. Over the years has worked with many organizations enriching their communication materials aimed at fundraising, project reporting, advertising, providing content for online use on websites. He is keen to teach and mentor up-coming photographers currently based in Nairobi Kenya.

CERTIFICATE IN VIDEO PRODUCTION

COURSE DURATION: 1 term
CREDITS: Average of 6 units per term with 24 contact hours each

ADMI's Video Production Certificate programme trains professionals in all aspects of the production process, including scriptwriting, producing, directing, cinematography and post-production editing. Using industry-standard cameras and editing software, students learn to produce videos from concept to final edit.

Upon successful completion of the programme, graduates will be able to:

- Write scripts for commercials, films and documentaries
- Operate industry-standard cameras and edit videos and films
- Complete a director's treatment and production schedule and budget

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning an Adobe Certified Associate (ACA) certification in:

• Video Communications using Adobe Premiere®Pro.

ADMI instructors prepare students to successfully pass these exams through a project based curriculum that leverages Adobe Education learning resources, practice tests, and real-world applications. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Thomas Bundi has over 15 years working experience as a lighting cameraman, soundman, grip, assistant director and associate producer in Africa, the United States and Australia. Bundi holds a Diploma in Video Production from the Kenya Institute of Mass Communication and is currently a producer and director at Swahili Motion Picture Company, a Nairobi-based content production company.

CERTIFICATE IN GRAPHIC DESIGN
FOR PROFESSIONALS

COURSE DURATION: 1 term
CREDITS: 2 units per week with 4 contact hours each week with 24 contact hours per unit

Our Graphic Design Certificate programmes are ideal for professionals interested in learning graphic design. Professionals can choose any of our 3 programmes, which are designed for beginners, intermediate and advanced graphic designers and focus on specific design techniques and software. ADMI's unique curriculum leverages Adobe Education learning resources, practice tests, and real-world applications enabling students to graduate the program with impressive portfolios along with an added Adobe Certified Associate credential recognized by employers around the world.

Professionals seeking to develop advanced graphic design skills can choose from the following 3 certificate programs.

CERTIFICATE PROGRAMME 1	Graphic Design & Illustration Visual Communications
CERTIFICATE PROGRAMME 2	Print & Digital Media Publication Branding for the 21st Century
CERTIFICATE PROGRAMME 3	Web Communications Interactive Media Communications

Upon successful completion of the programme, you will be able to:

- Build brands for print and digital using design principles, including typography, colour, and balance
- Compose and enhance images, illustrations, and websites using Adobe Creative Cloud
- Design websites and build interactive media elements, such as Motion Graphics, GIFS, and action icons

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Visual Communications using Adobe Photoshop®
- Graphic Design & Illustration using Adobe Illustrator®
- Print & Digital Media Publication using Adobe InDesign®
- Web Communications using Adobe Dreamweaver®

ADMI instructors prepare students to successfully pass these exams through a curriculum that leverages Adobe Education learning resources and practice tests. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

Brian Omolo is a Graphic Artist and Illustrator who combines hand drawn illustrations with computer-aided colour effects to create art. He attained a Higher National Diploma in Graphic Design from the Academy of Graphic Technology in Kenya and earned a BA in Illustration Graphics from Coventry University in 2011. Brian has worked for various advertising agencies, such as TAC agency and On Cue Digital, as a Graphic Designer and later as an Art Director. He has exhibited his work both locally and internationally with two solo exhibitions in Nairobi, as well as group exhibitions in Kampala, Lagos, Joburg, London, and Paris. Brian has been teaching Graphic Design at ADMI since June 2016.

CERTIFICATE IN PHOTOGRAPHY
FOR PROFESSIONALS

COURSE DURATION: 1 term
CREDITS: 2 units per term with 24 contact hours each

ADMI's Photography Certificate Programme is designed for professionals interested in learning how to shoot, light and edit digital photographs. Through this practical course, students will learn to operate state-of-the-art digital cameras and control lighting both in natural and studio settings. ADMI's curriculum also leverages Adobe Education learning resources enabling students to graduate with an added credential in Adobe Photoshop, the premier image editing software.

Upon successful completion of the programme, graduates will be able to:

- Operate industry-standard cameras in order to capture still and motion-based images
- Apply effective lighting techniques in natural, artificial and mixed lighting
- Use Lightroom and Adobe Photoshop to edit and enhance images
- Apply appropriate techniques for different genres of photography, including portraiture, documentary, and commercial

ADOBE CERTIPORT

ADMI students gain a competitive edge over their peers by earning an Adobe Certified Associate (ACA) certification in:

• Visual Communications using Adobe Photoshop®

ADMI instructors prepare students to successfully pass these exams through a project based curriculum that leverages Adobe Education learning resources, practice tests, and real-world applications. To learn more about the certification exam visit: www.Adobe.com/education/resources/certificate-programs.edu.html

MEET THE FACULTY

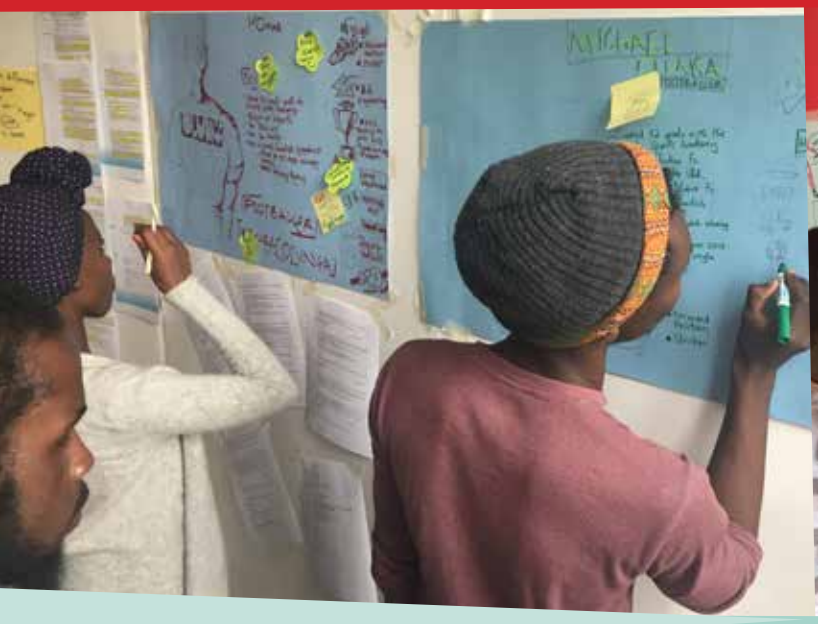
Lamek Nyagudi is a Kenya-born documentary photographer and film producer. His professional career began when he covered the 2007-2008 post-election violence in Kenya. Thereafter, he attended a one-year diploma course at The Market Photography Workshop in Johannesburg. His work has been consistently sought after by numerous prominent clients, including the National Geographic Channel (drug Ink Series), the Discovery Channel, Teak Digital, Vice, African Interactive media and media focus on Africa Foundation.

CAREER LAUNCHPAD

COURSE DURATION: 3 terms
CREDITS: 3 units

ADMI's Career Launchpad equips students with the digital and soft-skills they need to successfully launch careers in their industry of choice. Through this one-year programme, diploma students have the opportunity to practice essential life and leadership skills, hone their professional skills and develop the confidence they need to effectively communicate, collaborate, and contribute to multidisciplinary, multicultural and increasingly virtual teams.

Upon completing the Career Launchpad programme, students earn a Global Professional Standards Certificate.



BOOTCAMPS & WORKSHOPS

Puppetry Master Class
Infographics
Web Design
Photography
Visual Effects
Creative Writing
Digital Marketing
Growth Hacking
Accelerator
Digital Fashion Design
Post-Production Editing
Acting Principles (Performing Arts)

OUR ALUMNI

Our alumni have launched their own businesses as well as gone on to work at notable companies such as Isobar, Buni Media, NTV, RTN TV, Laugh Industry, Decimal Media, Lewa Conservancy, Mandala TV, CCTV Africa, Homeboyz Productions, Zuku Sports, Nusu Nusu Productions, Al Is On Productions, Moonbeam Productions, Endemol Productions, Coke Studio Africa, Film Crew in Africa, among others.

PORTIA OPONDO has worked as a production coordinator on local Swahili TV Drama PENDO, which airs on NTV, a leading Kenyan TV station. She has also worked as a radio presenter, scriptwriter and producer for Shine FM, a radio station owned by Daystar University. Portia is an all-rounded graduate, with expertise in production and directing.

WAMBUI MUIGAI has forged a career in cinematography. This includes her work on an American science fiction web series, Sense 8 by Netflix where she worked as a camera assistant. Wambui has also been part of the Film Aid training program where she trained refugees at Kakuma and Daadab in Northern Kenya.

CHARLIE KIMILU has worked at Coke Studio, Zuku Sports and Churchill Live, a Kenyan comedy show. Charlie is also a lecturer at ADMI and runs his own video production company called Project Studio Creations.

MAHAD AHMED has worked as a translator at Film Aid Kenya and Tatua Films. He also acted in Wazi FM, a feature film that won an award in the Zanzibar International Film Festival in 2013. He is now a camera operator and editor for RTN TV, the first Somali TV station in Kenya. At the inaugural ADMI's advisory council meeting, Mahad stated, "I plan to wear my ADMI t-shirt when I win my Oscar."

STEVE TOOM works at Lewa Conservancy documenting the home to black and southern white rhinos . His passion for wildlife drove him to dive into shooting wildlife documentaries. He has previously worked as a camera operator on Mentality, a Kenyan talk show on Zuku and Orange Beat ya Street on NTV, one of Kenya's leading TV stations. He was also the sound assistant on the first season of Sense 8 by Netflix.

SENIOR MANAGEMENT

LAILA MACHARIA

Director & Executive Chairman

Laila is a serial entrepreneur and angel investor, previously the Founder and CEO of Scion Real, a property investment company based in Nairobi. Laila has vast experience managing multi-currency portfolios and transactions in the United States and East Africa, and is currently a director at Barclays Bank of Kenya and at Centum, a listed private equity firm. Past experience includes Clifford Chance New York, Global Fund for Women (San Francisco) and USAID-East Africa. Laila holds a JSD (Doctorate in Law) from Stanford University, a JD and LL. M from Cornell Law School and a BA in Planning and Public Policy from the University of Oregon, and all in the United States.

WILFRED KIUMI

Founding Director- Principal

Wilfred is the founder of Jamhuri Film & Television Academy, the predecessor of ADMI. As a director at Farsight Productions, a production and rental facility based at Film Studios in Nairobi, Wilfred gained more than 15 years of experience in the Kenyan film and television industry. He has worked for global production companies like MTV, CNN, EDGE, SPANK, Animal Planet, Discovery Channel and National Geographic. Wilfred is currently completing his Masters in Film Distribution & Marketing at Birmingham City University in the United Kingdom. and holds a Diploma in Television Production from the Kenya Institute of Mass Communication.

LISSETT MARY BABAIAN

Head of Education

Lissett Mary Babaian is an educator specializing in learning and development, school leadership, and education innovation. Lissett has worked as a teacher and school principal, as well as an education specialist for universities, education media companies and foundations in Kenya, Tanzania, Armenia, Brazil, Costa Rica, Belize, and the United States. Her previous roles include Senior Programme Manager for Education Innovation at Equity Group Foundation, Learning Specialist for 'Akili and Me' (an education cartoon reaching 2.6 million viewers in East Africa), and Vice Principal of AYB Learning Hub. Lissett holds an Ed.M in Human Development & Psychology from the Harvard Graduate School of Education and a B.A Public Policy, with a specialisation in Education Policy, from Duke University.

BOARD OF DIRECTORS

MUGO KIBATI
Director

Mugo is the current Group Chief Executive Officer for Sanlam Kenya a Pan African financial services company. Former roles include Director General of the Vision 2030 Delivery Secretariat in Kenya, Group Chief Executive Officer of East African Cables and Technical Marketing Manager (VoIP) at Lucent Technologies in New Jersey (USA). Mugo holds a Master's degree from Massachusetts Institute of Technology and an MBA (Business Finance) from George Washington University, both in the United States. In addition to a B.Tech, Electrical Engineering from Moi University in Kenya.

ROSS FRANKS
Director

Ross is Head of the Puppet Making Workshop and Art Department at Buni Media in Nairobi which produces innovative African multimedia content. Prior to joining Buni Media, he was the Managing Director of Nautilus Productions GmbH TV animation production house funded by a venture capital investment firm in Cologne, Germany. He was the Head of Workshop & Special Effect for TV production company GUM GmbH, Cologne, Germany. Ross was a lecturer at the Plymouth College of Art & Design, Plymouth, England. He holds a degree in Fine Arts from the University of Tasmania, Australia and was awarded a D.A.A.D. Scholarship to study at the HdK Art School, Sweden.

CHRIS FOOT
Director

Chris has more than 15 years of experience in business, media and charity. Among other roles, he served as a morning radio host on Capital FM in Kenya and also hosted the TV cook show Off the Menu. He has served on the Board of the 600-strong, elite St Andrew's Turi School, Kenya since 2007 and is currently the Chairman of the Kenya Film Commission. Chris is a fully qualified solicitor in the UK and holds a BSc. Hons. Degree in Environmental Biology from the University of St. Andrews in Scotland.

HOW TO APPLY

If you require further information about ADMI or are interested in applying, please contact any of our admissions team on info@admi.ac.ke or visit www.admi.ac.ke.

PROGRAMME CAPACITY: All programmes are capped at 24 students.

CLASS SCHEDULE: Classes are scheduled from Monday - Friday, 8.30am - 8.30pm, and on Saturdays, 8.30am - 4.00pm. Class timetables are given to students at the start of each term. ADMI programmes are full-time commitments and it is not possible to move classes to different times.

FEES

Certificate students are required to pay tuition prior to the start of the programme. Diploma students are required to pay at least 50% of the term's fee prior to the start of the programme, with further installments following.

In some cases, ADMI can offer loans to students who demonstrate financial need. Loans are awarded entirely at ADMI's discretion, and are dependent on funding. They are only available to Kenyan students.

ADMI is an equal opportunities institution, which does not discriminate on the grounds of ethnicity, nationality, gender or religion.

Full details regarding our programmes, fees, payment details and academic calendars can be found online, at our campus, or by emailing our admissions team at admissions@africadigitalmedia.org

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admi
africa digital
media institute

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