

STUDENT APPLICATION FORM : SEPTEMBER 2017

The Africa Digital Media Institute (ADMI) is a leading creative media and technology training institution offering practical courses in Film & TV Production, Music Production, Sound Engineering, Animation & Motion Graphics, Software Engineering & Design, Graphic Design, Digital Marketing, Photography and Multimedia.

We are currently accepting applications for our September 2017 intake. For further information on the programmes, application process, fee structure, academic calendar, English language requirements, and international student policies, please refer to www.admi.ac.ke, or contact our admissions office through: admissions@afriadigitalmedia.org or call admission desk on: +254 706 349 696.

STUDENT APPLICATION FORM INSTRUCTIONS:

Dear Prospective Student,

We are delighted that you are applying to ADMI. In order to complete this application, please do the following:

1. Complete the application in full. Incomplete applications will not be reviewed by the admissions office.
2. Submit the application by 5pm on August 18, 2017 alongside relevant documentation.
3. Submit a non-refundable application fee (Kshs. 2,000) upon submission. ADMI does not accept cash. Payment should be made by M-Pesa or by bank transfer. Full payment options are detailed in section 5.
4. Send a digital 4x4 (cm) passport photo for student ID in JPEG format to itsupport@afriadigitalmedia.org.
5. If you have any queries, please call your admissions counsellor prior to submitting this application form.
6. All applications should be submitted to our campus: Caxton House 3rd Floor, 25 Kenyatta Avenue, Nairobi CBD.

We are excited to review your application! Good luck!

Sincerely,
Academics Team

SECTION 1: FOR OFFICIAL USE

To be filled out by admission officer, not applicant.

Application is complete Yes ☐ No ☐

Payment of application fee made (*attach receipt*) Yes ☐ No ☐

The applicant is ☐ national or ☐ international. If international, from what country?

Applicant demonstrates adequate English proficiency to successfully participate in ADMI's programmes Yes ☐ No ☐

Student has been accepted for September 2017 intake Yes ☐ No ☐

Faculty & Academics Notes:

Admission No.:
Batch No.:
Roll No.:
Admission Date:

Passport
photograph

STUDENT APPLICATION FORM

SECTION 2: PERSONAL DETAILS

To be completed by applicant.

First Name Middle Name(s) Surname
Gender Male ☐ Female ☐

Programme of Interest

Diploma:

☐ Film & TV Production ☐ Software Engineering & Design
☐ Music Production ☐ Graphic Design
☐ Sound Engineering ☐ Animation & Motion Graphics

Certificate:

☐ Multimedia ☐ Digital Marketing Level 1
☐ Photography ☐ Digital Marketing Level 2
☐ Film & Video Production ☐ Digital Marketing Level 3
☐ Graphic Design Level 1
☐ Graphic Design Level 2
☐ Graphic Design Level 3

Address Postal Code
Zip Code Town/City
Country
Email Mobile Number

Nationality Date of Birth

Marital Status Mother Tongue

National ID / Passport No

SECTION 3: CREATIVE PERSONAL PROJECT

To be completed by applicant.

INSTRUCTIONS

As part of your application, you must complete a creative personal project. The work you submit must be original. Copying of any kind will automatically disqualify your application.

Faculty members will review your creative personal project and evaluate your creativity and the effort you put into your project.

Film & TV Diploma & Certificate Applicants: In 1 paragraph tell us about the movie or TV series that inspired you to want to study film and TV production. Then in 2 paragraphs summarize the plot of the film or TV series you would want to make at ADMI. Using your phone or camera, shoot a 1-minute opening scene. We encourage you to use friends and family as actors in your opening scene. Share a link of the opening scene here _____ or submit your opening scene on a DVD. Please test the link or DVD before submitting your application.

Software Engineering & Design Applicants: In 2 paragraphs, tell us about your favourite mobile app or game. Explain why you think it is well-designed and how you would improve the user experience. Then complete one of the two tasks below:

1. If you are interested in mobile apps, design a mobile app that will help young people in Kenya find and apply for scholarships. In 2 paragraphs, describe how your app would work from the homepage to submitting your scholarship application. Explain how you will ensure that users will be able to use and navigate your app intuitively. Draw the home page interface of your new scholarship app.
2. If you are interested in game development, create a game inspired by an African superhero. The game should be designed for the African market and showcase African culture and landscapes. In 1 paragraph, describe the characters and objective of your game. Draw the home page for the game, which should introduce us to at least one of your characters and have an appropriate landscape.

Graphic Design Diploma and Certificate Applicants: Research Kenyan artist, Blinky Bill, and his new album titled "We Cut Keys While You Wait." Draw or design a new album cover. The album cover should reflect the vibe of his music.

Animation Diploma Applicants: Disney has come to ADMI to search for animators and character designers who can help create its first African princess, "Malaika." Submit a drawing of the superheroine you imagine for this animation. Make sure the image tells Disney and the world a little bit about Kenyan culture.

Sound Engineering Applicants: Listen to the Wonder Woman theme song: <https://www.youtube.com/watch?v=wPlzcu6jZPM>. In 1 paragraph, tell us what instruments you hear during the intro. Then listen to the theme song in an outdoor environment and then in a small indoor space. In 2 paragraphs answer the following two questions:

- What differences do you hear in the way the theme song sounds within these two acoustic environments?
- How could you improve the acoustics within each of the environments in order to improve the sound quality?

Music Production Applicants: In 2 paragraphs describe your musical background both in study and practice. Record a 1-minute video of you singing, rapping, creating beats, or playing an instrument of your choice. If you have any original compositions, those would be preferable. Submit a link to your video here _____ or a DVD. Please test the link or DVD before submitting your application.

Multimedia Certificate Applicants: Pick a place you love. Write a 1-page blog about this place and add elements of multimedia, which could include a photograph or video you take using a camera or phone.

Photography Certificate Applicants: Submit a photograph you have taken with your phone or camera. Write a caption for the photograph as well as a 1-paragraph description of the photograph and why it is important to you.

Digital Marketing Levels 1,2 & 3 Certificate Applicants:

A new Kenyan shoe company called 'Enda' has hired you to launch a campaign. Describe in 1-page how you would design and carry out this digital campaign.

**Before submitting your application, please check that all CDs, DVDs and/or web links work properly.*

We look forward to seeing your work! Good luck!

SECTION 4: CODE OF CONDUCT

To be completed by applicant.

Have you ever been expelled or suspended from school? Yes ☐ No ☐

If yes, briefly describe what happened and what you learned from the experience.

Have you ever been arrested? Yes ☐ No ☐

If yes, briefly describe what happened and what you learned from the experience.

SECTION 5: DESCRIPTION OF ACADEMIC HISTORY AND COPIES OF IDENTIFICATION AND ACADEMIC DOCUMENTATION

To be completed by applicant.

Have you ever attempted the programme you are applying for? Yes ☐ No ☐

If yes, briefly describe what course it was, where it was offered, and attach any certificates or documents. If you did not complete the programme, please explain why.

Candidates whose first language is not English or candidates who did not go to an education system with English as the language of instruction are required to complete one of the following *(please tick one option and attach any relevant supporting documents):*

- ☐ An interview with their admission counsellor
- ☐ Submit English exam records
- ☐ Submit an English-language certification

All applicants should ensure that they attach hard copies of the following:

1. Copy of Passport or National ID Card
2. Copy of KCSE Certificate or Equivalent
3. 2x Passport Photos
4. Non-refundable application fee of Kshs. 2,000

To pay by M-Pesa:

Paybill number: 836036

Account number: Full Name, Application Fee - e.g. David Rudisha, Application Fee

To pay through a bank:

Account Name: Africa Digital Media Institute

Bank: NIC Bank

Branch: Harambee Avenue

Account Number: 1001137607

Bank Branch Code: 110

Swift Code: NINCKENA

Account Name: Africa Digital Media Institute

Bank: Jamii Bora Bank

Branch: Kiongozi Branch, Koinange Street

Account Number: 1001801622002

Bank Branch Code: 01

Swift Code: CIFIKENA

Please print your full name, programme name and part-time/full-time/certificate status on the back of the bank deposit slip.

Upon payment of the application fee, please collect a receipt from ADMI.

SECTION 6: PARENT(S) / GUARDIAN(S) DETAILS

Are you, the applicant, from a single-parent family? Yes ☐ No ☐

Parent/Guardian 1

To be filled out by the parent/guardian himself or herself.

First Name Middle Name(s) Surname

Gender Male ☐ Female ☐ Nationality Date of Birth DD MM YEAR

Relationship to Applicant Company

National ID / Passport No Occupation

Income Status: *(Monthly income)*

☐ Kshs. 20k-50k ☐ Kshs. 50k-80k ☐ Kshs. 80k-100k ☐ Kshs. 100k-150k ☐ Kshs. 150k-300k ☐ Kshs. 300k+

Email Mobile Number

Address Postal Code

Zip Code Town/City

Country

Parent/Guardian 2

To be filled out by the parent/guardian himself or herself.

First Name Middle Name(s) Surname

Gender Male ☐ Female ☐ Nationality Date of Birth DD MM YEAR

Relationship to Applicant Company

National ID / Passport No Occupation

Income Status: *(Monthly income)*

☐ Kshs. 20k-50k ☐ Kshs. 50k-80k ☐ Kshs. 80k-100k ☐ Kshs. 100k-150k ☐ Kshs. 150k-300k ☐ Kshs. 300k+

Email Mobile Number

Address Postal Code

Zip Code Town/City

Country

SECTION 7: SPONSOR DETAILS & FINANCIAL DECLARATION

To be completed by applicant.

Are you, the applicant, self-sponsored? Yes ☐ No ☐

If you ticked 'Yes' to the above question, please answer the following two questions.

1. What is your current employment status and monthly income?
2. How do you intend to fund your programme / pay your fees?

If you are self-sponsored, ensure you have answered the questions above, and go directly to the orange text at the bottom of the page to give your declaration, signature and the date.

If the applicant is not self-sponsored, the person (parent/guardian/sponsor) responsible for ensuring that all fees are paid should fill in their details below.

First Name Middle Name(s) Surname

Gender Male ☐ Female ☐ Nationality Date of Birth

Company Occupation Monthly Income

Email Mobile Number

Address Postal Code

Zip Code Town/City

Country

Marital Status Relationship to applicant

National ID / Passport No

I _____ (print name of parent/guardian/sponsor responsible for payment of fees or self-sponsored applicant) verify that the information in this application is accurate, and I take responsibility for ensuring that the fees incurred by the applicant will be paid to ADMI within all deadlines. I have reviewed and accept ADMI's fee policies, structure and deadlines, and understand that, if the relevant fees are not paid, I will be liable to cover the outstanding balance.

- Please note that all application forms must be accompanied by a non-refundable application fee of Ksh. 2,000. Each individual application requires this fee to be paid.
- 50% of the fee for the first term must be paid by September 3, 2017. This is also not refundable or transferable to another programme/application.
- The only situation in which ADMI would refund students for both fees listed above (application fee and 50% of first term fee, if applicable) is if the selected programme is cancelled by ADMI. This would be announced by August 31, 2017.

Signed by person responsible for payment of fees _____

Date _____

SECTION 8: APPLICANT DECLARATION

To be completed by applicant.

1. I declare that all the information submitted in this form is true and accurate.
2. I declare that the work I submitted as my Creative Personal Project is my own.
3. If accepted into the programme, I agree to abide to the rules and regulations of ADMI. I understand that ADMI has zero tolerance for substance abuse, plagiarism or any cheating, stealing, and verbal or physical assault.

Signed by applicant _____

Date _____

SECTION 9: ADMI POLICIES AND DECLARATION

English-Language Proficiency: The language of instruction at ADMI is English. As a result, candidates whose first language is not English or who did not go to an education system with English as the language of instruction will be required to demonstrate adequate English language proficiency.

Admission: ADMI reserves the right to grant or refuse admission to any individual. Former applicants or students who have lost good standing may be denied re-entry, or may have conditions placed on readmission.

Number of Accepted Students per Intake: All programmes are capped at 24 students, except for Sound Engineering and Music Production, which are capped at 9 and 18 students respectively.

Payment: Once a student has been accepted into a programme, his/her place is only confirmed after a minimum payment (50% of the first term's fees and required medical insurance) has been made. This initial payment must be made by September 3, 2017. Payments made after this date will not be accepted, and students will not be able to enroll for the September 2017 intake.

Programme Cancellation: ADMI reserves the right to cancel a programme for operational reasons. When ADMI cancels a programme, all fees (including the application fee) will be refunded. ADMI will notify students and parents of any cancellations by August 31, 2017.

Time Commitment: All students should be aware that classes can be scheduled on Monday to Fridays from 8:30am to 8:30pm as well as Saturdays from 8:30am to 4:00pm. The class timetable will be given at the start of each term, and it is the student's responsibility to attend all classes. Class timings will not be moved to accommodate students' other commitments.

September 2017 Intake Deadlines: Students and their families should keep in mind the following important deadlines:

- Applications Due: August 18, 2017
- Notification of Admission: August 25, 2017
- Payment Due (50% of term fees): September 3, 2017
- Orientation: September 7, 2017
- First Day of Classes: September 11, 2017

SECTION 10: HOW DID YOU HEAR ABOUT ADMI?

To be completed by applicant.

We'd love to know how you heard about us...

☐ ADMI Alumnus. Please provide the name of the alumnus who referred you _____

☐ ADMI Student. Please provide the name of the student who referred you _____

☐ ADMI Lecturer Please provide the name of the lecturer who referred you _____

☐ Friends ☐ Google ☐ Poster ☐ Press ☐ Radio

☐ School Event ☐ TV ☐ Career Expo ☐ ADMI Website

Social Media

☐ Facebook ☐ Instagram ☐ LinkedIn ☐ Twitter ☐ YouTube

☐ Other (Please Specify)

Please drop your application and copies of supporting document(s) to:

Africa Digital Media Institute (ADMI) | ADMI Town Campus,
Caxton House 3rd Floor | 25 Kenyatta Avenue, Nairobi CBD.

MEDICAL DISCLOSURE FORM

This form is to help us support you while studying at ADMI. A copy of this form will be kept on file for the purpose of serving you as promptly and appropriately as possible, should you require medical or counselling services during your tenure here. You will not be discriminated against as a result of the answers you provide. All information provided will be treated in confidence.

To be completed by applicant.

Applicant:

First Name Middle Name(s) Surname

Next of Kin / Emergency Contact:

First Name Middle Name(s) Surname

Relationship to applicant Next of kin contact number

Name of primary physician / clinic

Blood Group (if known)

Do you take medication regularly? Yes ☐ No ☐ *If yes, please give details:*

Do you have any physical condition that might limit your mobility around campus? e.g. stairs? Yes ☐ No ☐ *If yes, please give details:*

Do you have any learning needs that we should be aware of in order to support your learning? (e.g. Dyslexia, ADHD, etc) Yes ☐ No ☐ *If yes, please give details:*

Do you have a mental health condition? Yes ☐ No ☐ *If yes, please give details:*

Do you have any allergies? Yes ☐ No ☐ *If yes, please give details:*

Are you on a restricted diet? Yes ☐ No ☐ *If yes, please give details:*

Is there any additional health information that you think ADMI should be aware of? Yes ☐ No ☐
If yes, please give details:

If there is any additional health information which you feel it would be useful for the institution to be aware of while you are here, please note this here.

Signed by applicant _____

Date _____