

PASSION TO PROFESSION

AFRICA DIGITAL MEDIA INSTITUTE PROSPECTUS
2017



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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.



OUR VISION:

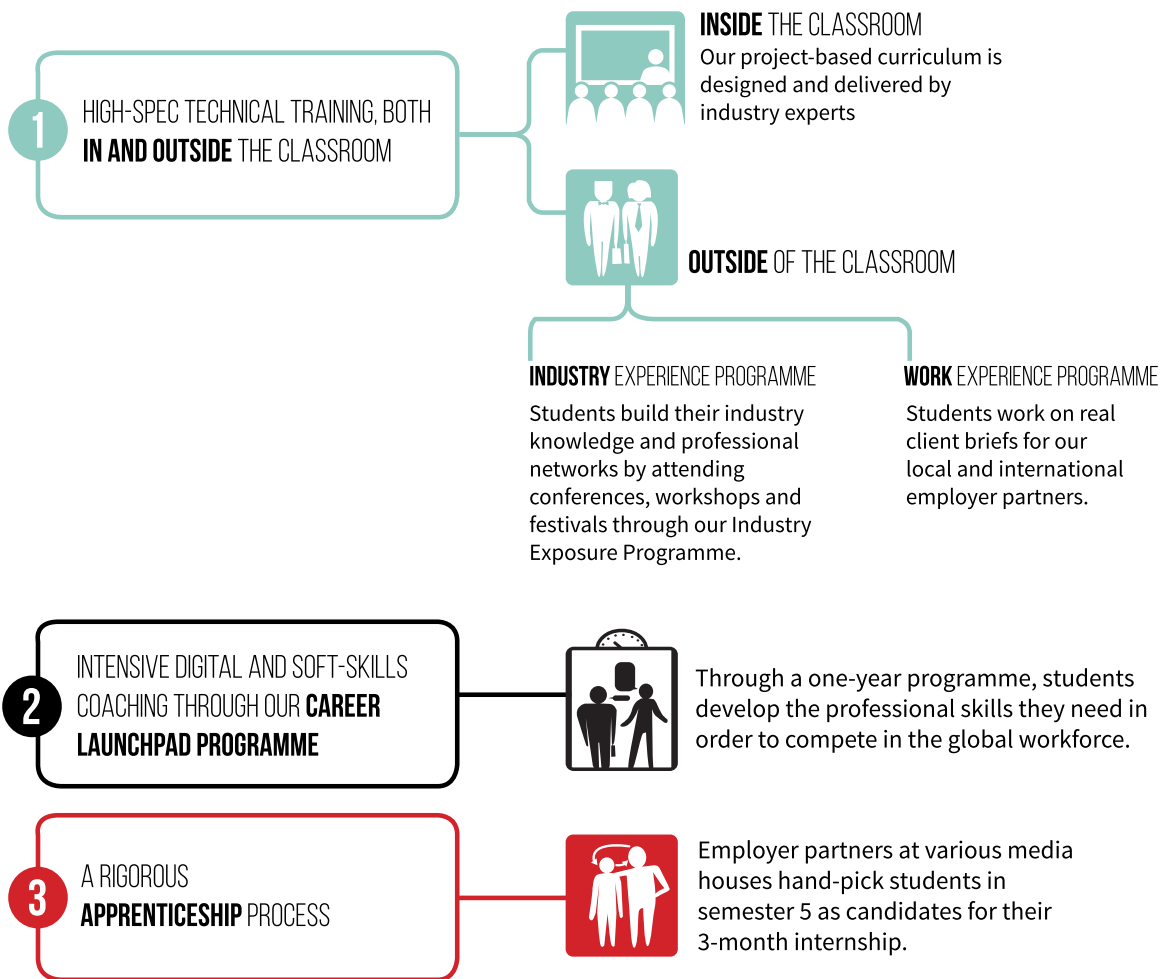
To be Africa's leading, international-standard creative media and technology institute.

OUR MISSION:

To inspire Africa's digital generation to lead global innovation in entertainment and media.

INNOVATIVE LEARN-AND-WORK MODEL

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



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:



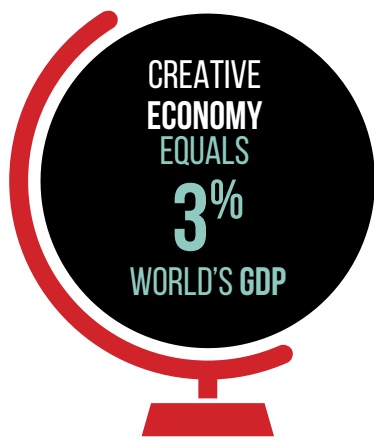
AFRICA'S DIGITAL GENERATION

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.

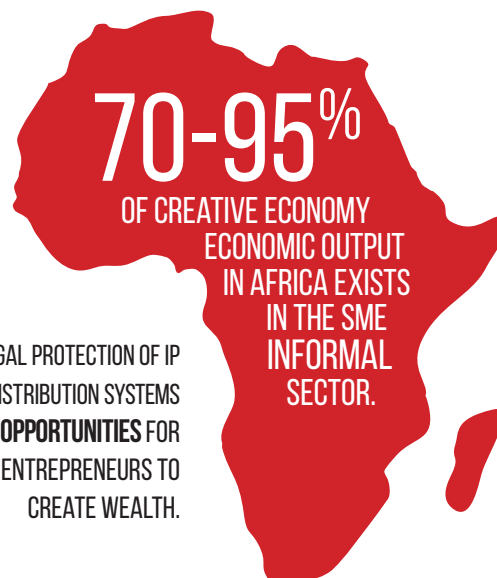
CREATIVE SECTOR GLOBALLY EMPLOYS MORE PEOPLE AGED 15-29 THAN ANY OTHER SECTOR (19.1% OF POPULATION).



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.

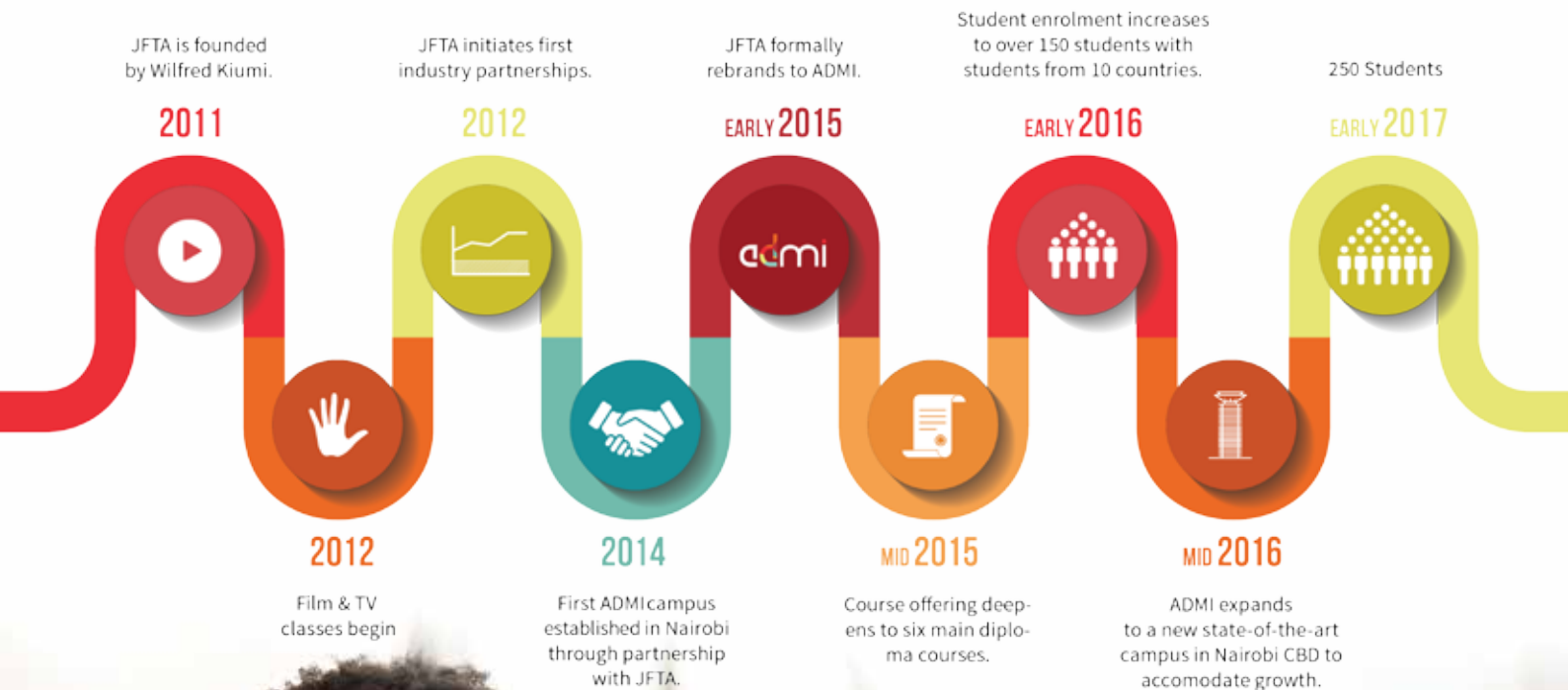
The institute had five students at its inception. By 2013, JFTA had gained an excellent reputation in the film industry and built successful partnerships with organisations such as FilmAid, Kenya Film Studios and SuperSport Studios.

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 10 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.**



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.



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: 24 contact hours per unit
and an average of 7 units per term

This comprehensive, project-based course prepares students to create original African stories and capture global audiences using cinematic tools. Students develop advanced skills in scriptwriting, production techniques and design, directing, cinematography, camera operations, sound design, and post-production editing. During their first year, students hone their skills using small HD camcorders, before progressing to high-end HD formats like RED1, Epic, Sony F900 and Panasonic 2700/3700, and film formats, in the second year.

Graduates emerge from the programme with impressive portfolios and industry-standard experience in making music videos, artistic films, comedies, documentaries and commercials.



Through a series of film and TV projects, students learn how to:

- Understand, plan and manage film production
- Direct, capture and produce feature films, documentaries and drama
- Write scripts for commercials, films, and documentaries
- Operate broadcast equipment in a TV studio and the control room
- Edit video and films with high technical standards and artistic awareness
- Understand and apply sound design techniques, set design and lighting



MEET THE FACULTY

Ali Mwangola has 28 years of industry experience and has worked on more than 23 feature films and 20 television commercials. He has held a variety of positions as a set dresser, set decorator, construction manager, assistant art director and location manager. Ali has been teaching production design at ADMI since 2015 and hopes to inspire the next generation of production designers in Kenya's film industry. He is a graduate of the University of Nairobi and holds a BA Honours Design.

DIPLOMA IN MUSIC PRODUCTION

COURSE DURATION: 4 terms

CREDITS: 24 contact hours per unit
and an average of 7 units per term

Our Music Production programme cultivates each student's unique style while equipping them with the technical skills they need to launch a successful career in the music industry. Students learn to operate state-of-the-art sound equipment and work with music professionals from around the world.

Our graduates finish this programme as entertainment industry professionals, with strong skills in music, technology, composition, songwriting, music for film and TV and live sound set-up.



Through a series of music and business projects and gigs, students learn how to:

- Release a professional music single, compilation, and album
- Design the creative concept for a CD insert
- Design a marketing plan for their album release
- Organise and set up live shows
- Produce a music video in support of a track release
- Operate analogue and digital audio systems



MEET THE FACULTY

David Hunter heads our Music Department. He is a renowned music producer and performer and for several years, has been the power behind the acclaimed Gospel musician Ron Kenoly. David is an accomplished singer, songwriter, drummer, pianist, music director and sound engineer. He began his musical career shortly after completing his Bachelor's degree at the Berklee College of Music in Boston, Massachusetts in the United States – the largest independent college of contemporary music in the world.

DIPLOMA IN SOUND ENGINEERING

COURSE DURATION: 4 terms

CREDITS: 24 contact hours per unit
and an average of 7 units per term

Our Sound Engineering programme provides training in all areas of sound production, including: live sound, music production and recording, mixing and mastering, digital audio editing, signal processing, field recording and sound design, and live concert recording.

This unique programme also covers audio for the film, video, animation and gaming industries and incorporates real-life gigs. Students develop their skills in state-of-the-art studios, providing them with the technical skills and experience they need to pursue careers as audio technicians and studio or live sound engineers.



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

Analyse, prep and use sound and lighting equipment at live sound events

Demonstrate proficiency in Digital Audio Workstation applications, including editing and signal processing

Demonstrate safe working practices in lighting and various sound production environments

Use entrepreneurial and personal finance skills to help establish recording studios, live sound companies and run these operations successfully



MEET THE FACULTY

Patrick Kabugi is an award-winning composer, sound designer and post production sound mixer for film and TV. He has composed music and mixed sound for films, documentaries, TV/radio commercials, TV series and radio drama. He has served a diverse range of clients including Safaricom (Kenya's leading mobile network operator), Kenya Commercial Bank and UNICEF. Patrick holds a Diploma in Music for TV (Music for the Media - UK), a Certificate in Sound for Film from DW Akademie (Germany) and a BA degree from the University of Nairobi. He is also an alumnus of the Berlinale Talent Campus (Germany) for emerging filmmakers, specialising in sound design and music composition for film.

DIPLOMA IN MASS COMMUNICATION

COURSE DURATION: 4 terms

CREDITS: 24 contact hours per unit
and an average of 7 units per term

This rigorous programme in Mass Communication equips journalists and other digital marketing communication professionals with the skills they need to reach large audiences and work across numerous media channels, including print, broadcast, online and social media. This programme covers a range of areas, and students develop skills in news-writing and reporting, broadcast journalism, advertising, public relations, camera operations and sound and video editing.

Our experience-rich curriculum builds on the journalistic practice with technological skills – from video and audio production to infographics and interactive web design – to create compelling stories with strong visual impact.



Over the course of this programme, graduates will:

- Use audio, video and photo gear

- Shoot visuals for multimedia storytelling, including techniques for documentaries and working as a one-man band or mobile journalist

- Receive hands-on video production editing training and experience on Adobe Premiere

- Navigate modern freelance, business and legal issues when working in multimedia

- Develop original and compelling stories and use new tools and platforms for storytelling



MEET THE FACULTY

Carol Kinuthia is an award-winning producer, who has been teaching at ADMI since 2013. She holds a Diploma in Mass Communication (Television production), from the Kenya Institute of Mass Communication, as well as a BA degree in Journalism and Media Studies (Development Communication) from the University of Nairobi. She has produced TV features and documentaries, radio programmes, commercials and dramas. Carol is the Africa script advisor for River Cross Ministries (US) on their series Holding Esther.

DIPLOMA IN GRAPHIC DESIGN

COURSE DURATION: 4 terms

CREDITS: 24 contact hours per unit and an average of 7 units per term

Our Graphic Design programme trains students to effectively communicate ideas and stories visually. This programme focuses on developing students' skills in: drawing, branding, marketing and advertising, packaging, typography, motion graphics, UI/UX design and web/ print design – all the while learning with industry-standard software.

Students also learn professional design best practice and take on live briefs from clients. These projects help our graduates build a strong portfolio of creative work that will support them in entering their industry of choice.



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

- Use Adobe Suite

- Effectively use digital design as a communication device

- Navigate the use of symbolic devices, such as colour, fonts and style

- Demonstrate an understanding of digital imaging and design software

- Create visually-appealing, digitally-designed solutions that effectively meet project goals



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 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: 4 terms

CREDITS: 24 contact hours per unit and an average of 7 units per term

The Animation & Motion Graphics programme trains students in current industry practices, using packages such as Nuke, Autodesk Maya, Adobe After Effects, Flash, Photoshop, Illustrator, Premiere Pro and Dreamweaver.

Through this course, students develop an understanding of the artistic and design aspects of animation production, from initial concept to finished product, and prepare to embark on careers as 2D and 3D animators, motion graphic designers or concept and character artists.



Through a series of animation projects, students learn how to:

- Create 2D and 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles and theoretical constructs
- Create an animated film incorporating a range of artistic styles and techniques
- Generate work that reflects initiative, creativity, adaptability and personal style
- Incorporate technology effectively in the development of animation projects
- Integrate the concepts, principles and theories involved in the physics of animation in all aspects of drawing
- Design layouts and backgrounds that incorporate principles of composition, perspective and colour, with speed, accuracy and dexterity, using a variety of media
- Communicate ideas, emotion and intent effectively in visual, oral and written forms
- Create animation that incorporates the basic principles of constructive anatomy and drawing using economy of expression.



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.



CERTIFICATE IN DIGITAL MARKETING

COURSE DURATION: 1 term, 2 units
CREDITS: 48 instructional hours

Our Digital Marketing certificate is ideal for anyone involved in planning, implementing or measuring digital strategies. Through dynamic 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. Areas covered include: social media, content writing, email marketing, search engine optimization (SEO) and search engine marketing (SEM), data analysis, design and much more.

Upon successful completion of the course, students will be able to:

- Understand and evaluate new technologies in digital marketing and use various digital marketing tools
- Demonstrate the importance of customer relationships in digital environment
- Create digital marketing plans and strategies to generate and analyse online revenue
- Show thorough knowledge of various digital marketing tools and approaches



CERTIFICATE IN FILM & TV PRODUCTION

COURSE DURATION: 1 term
CREDITS: 6 units

This short course gives students an industry relevant introduction to filmmaking. Novice filmmakers looking to hone their skills and take their film and production craftwork to the next level are encouraged to apply.

Students explore all aspects of filmmaking and professional development including camera operations, editing, producing, sound, scriptwriting and directing. These units will cover both film and TV.

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

- Direct, capture and produce feature films, documentaries and drama
- Create compelling scripts for commercials, films, and documentaries
- Understand, plan and manage film projects from preproduction to post production
- Operate broadcast equipment in a TV studio and the control room
- Edit video and films with artistic awareness and high technical standards
- Understand and apply sound design techniques, set design and lighting

CERTIFICATE IN PHOTOGRAPHY

COURSE DURATION: 1 term, 5 units

CREDITS: 96 instructional hours

This photography programme prepares students for the creative, conceptual, technical and professional demands of a full-time photographic career.

Students emerge from the programme with a comprehensive set of skills and with a clear idea of what area of photography they wish to operate in (social, documentary, commercial, art/concept).



Upon successful completion of the course, students will be able to:

Understand social and political conditions, artistic trends and technology have influenced photography throughout history

Use sophisticated software to apply layers and filters and perform tasks such as scanning, colour and tonality corrections, retouching and printing

Apply different facets of professional practice, including fine art exhibition, freelancing and stock photography

Insights on legal issues, self-publishing, grant writing, competitions and residencies

Create a professional photography portfolio and showcase their work in an exhibition

CERTIFICATE IN MULTIMEDIA

COURSE DURATION: 1 term

CREDITS: 6 units

This course prepares students to design, produce, and edit content across a variety of media. The programme requires students to develop their skills as digital marketers, writers and web designers. The programme also offers students specialisation pathways for those interested in pursuing careers in content creation or content editing. The multimedia programme is taught by a variety of faculty members.



Upon successful completion of the course, students will be able to:

Write compelling journalistic stories

Design and build websites, becoming fluent in the latest versions of HTML, CSS and Wordpress

Create multimedia projects using Adobe Suite, Final Cut, Dream-weaver

Create digital marketing plans and strategies to generate and analyse online revenue

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, except for Sound Engineering and Music Production, which are capped at 9 and 18 students respectively.

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.

MAY 2017 INTAKE DEADLINES



Applications Due: **April 10th, 2017**

Admission Notification: **April 19th, 2017**



Payment Deadline: **May 5th, 2017**



Orientation: **May 11th, 2017**

Classes Begin: **May 15th, 2017**

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





africa digital
media institute

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AFRICA DIGITAL MEDIA INSTITUTE

