

## STUDENT APPLICATION FORM : JANUARY 2018

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, Mobile App & Game Development, Graphic Design, Journalism & Multimedia, Digital Marketing, Photography and Multimedia.

We are currently accepting applications for our January 2018 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](http://www.admi.ac.ke), or contact our admissions office through: [admissions@africadigitalmedia.org](mailto:admissions@africadigitalmedia.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 December 8, 2018 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@africadigitalmedia.org](mailto:itsupport@africadigitalmedia.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 January 2018 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 ☐ Mobile App & Game Development  
☐ Music Production ☐ Graphic Design  
☐ Sound Engineering ☐ Animation & Motion Graphics  
☐ Journalism & Multimedia

#### Certificate (5-6 Units):

- ☐ Multimedia  
☐ Photography  
☐ Video Production

#### Certificate (2 Units):

- ☐ Digital Marketing Level 1 ☐ Graphic Design Level 1  
☐ Digital Marketing Level 2 ☐ Graphic Design Level 2  
☐ Digital Marketing Level 3 ☐ Graphic Design Level 3  
☐ Photography for Professionals

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

Nationality  Date of Birth  DD  MM  YEAR

Marital Status  Mother Tongue

National ID / Passport No

### SECTION 3: CREATIVE PERSONAL PROJECT

*To be completed by applicant.*

---

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.

#### DIPLOMA PROGRAMMES

**Graphic Design Diploma 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.

**Mobile App & Game Development Diploma Applicants:** In 1 paragraph, tell us about your favourite mobile app or game. Explain why you think it is well-designed and how you would improve it. Draw or make a digital outline of the mobile app or game you want to create while you are studying at ADMI.

**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.

**Film & TV Diploma Applicants:** In 1 paragraph tell us about the movie or TV series that inspired you to want to study film and TV production. Using your phone or camera, shoot a 1-minute opening scene of the movie you want to make while you are studying at ADMI. 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.

**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 and 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 1 paragraph 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.

**Journalism & Multimedia:** Pick a person you admire and write a 1-page blog about this person. Add elements of multimedia (e.g. a photograph or video) to enhance the story.

#### CERTIFICATE PROGRAMMES

**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.

**Video Production Certificate Applicants:** In 1-page tell us why you are interested in pursuing a certificate in video production, describe any previous experience you have in the field, and what you hope to gain as a result of this programme.

**Digital Marketing 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.

**Graphic Design Certificate Applicants:** Nakumatt is being rebranded and needs a new logo. You have been selected to design 3 logos to be shared with the Board. Sketch by hand or outline using the software of your choice, your concept for 3 different logos.

**Photography for Professionals Certificate Applicants:** In 1-page tell us why you are interested in pursuing a certificate in photography, describe any previous experience you have in the field, and what you hope to gain as a result of this programme. To be eligible for this programme, you must have at least 2 years of work experience.

*\*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 January 12, 2018. 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 January 5, 2018.

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.

**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 January 12, 2018. Payments made after this date will not be accepted, and students will not be able to enroll for the January 2018 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 January 5, 2018.

**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.

January 2018 Intake Deadlines: Students and their families should keep in mind the following important deadlines:

- Application Due: December 8, 2017
- Notification of Admission: December 15, 2017
- Payment Due (50% of term fees): January 12, 2018
- Orientation: January 11, 2018
- First Day of Classes: January 15, 2018

## 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 \_\_\_\_\_