

## ABOUT US

The Africa Digital Media Institute (ADMI) is a leading creative media and technology training institution, hosting students from more than 10 countries at its Nairobi campus. Our innovative learn-and-work model enables young creatives to get the training, mentorship, and resources they need to turn their passion into a profession.



Extend your learning beyond the classroom through our Industry Immersion programme.



Develop the professional skills you need to launch your career through our Career Launchpad programme.



Intern with leading industry partners through our Apprenticeship programme.



## APPLY FOR THE JANUARY 2018 INTAKE

Pick up an application from our Campus or apply online here:  
<http://africadigitalmedia.org/application-form/>

Application Due: December 8, 2017

Orientation: January 11, 2018

Classes Begin: January 15, 2018

Payment Deadline: January 12, 2018

## GET IN TOUCH



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# DIPLOMA IN JOURNALISM & MULTIMEDIA











# PASSION TO PROFESSION

## COURSE DESCRIPTION

ADMI's 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.

## UNITS:





-  21st Century News, Online Journalism, Investigative Reporting
-  Social Media, Web Design, Digital Marketing
-  Writing for Print & Web, Scriptwriting for TV & Radio Broadcasts
-  Camera Operations, Video Editing, Vlogging
-  Microphone Techniques, Audio Recording, Sound Editing
-  Photography, Photojournalism, Adobe Photoshop
-  Web Design, Adobe Illustrator, InDesign, and After Effects
-  Self-Publishing, Freelance Journalism, Entrepreneurship

**COURSE DURATION:** 4 Terms

**CREDITS:** Average of 7 units per term with 24 contact hours each

## LEARNING OUTCOMES

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

-  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

## EARN A CREDENTIAL RECOGNIZED BY EMPLOYERS WORLDWIDE

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/certify-programs.edu.html](http://www.Adobe.com/education/resources/certify-programs.edu.html)

