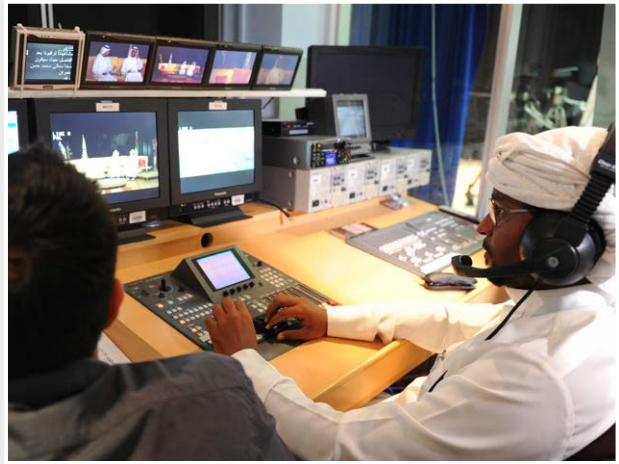
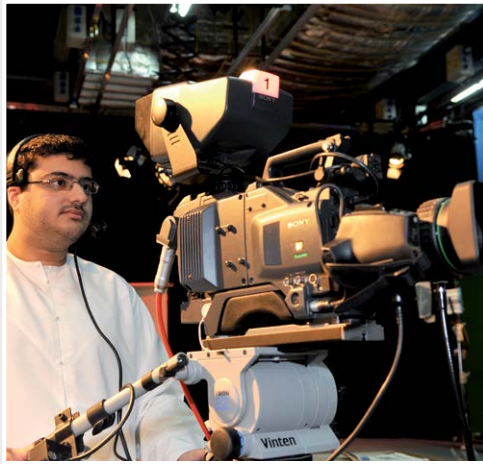


FACULTY OF
APPLIED MEDIA





Applied Media

Faculty Mission

The Faculty of Applied Media produces graduates with a strong foundation in the theoretical and practical aspects of numerous media fields, including television & radio broadcasting, journalism, design & graphics, multimedia, corporate communications, event management, photography and many others.

Applied Media graduates will be capable of applying critical and creative approaches to the application of conceptual, production and technical skills in order to achieve the highest professional standards in a rapidly evolving media industry. Furthermore, graduates will develop the skills required to be self-learners through being exposed to a range of learning opportunities.

The Faculty provides a student-centered and project-based blended learning environment where practical project work is contextualized and supported by theoretical knowledge. Learning is accomplished through a variety of means including, but not limited to, lectures, student research, discussions, workshops, guest speakers and industry visits.

Upon graduating from the Faculty, students will have achieved transferable knowledge and skills appropriate to industry standards. They will also have communication skills which will allow them to operate in a broad range of professional environments.

Senior Staff

Dr. Hamad Odhabi, Executive Dean of Computer Information Science and Applied Media

Degrees offered

Degree	Offered at
Bachelor of Applied Media (Corporate Communications)	Abu Dhabi Men's; Dubai Women's
Bachelor of Applied Media (Video Production)	Abu Dhabi Men's; Abu Dhabi Women's; Dubai Men's; Ras Al Khaimah Men's; Ras Al Khaimah Women's; Sharjah Women's
Bachelor of Applied Media (Graphic Design)	Dubai Women's; Fujairah Women's; Sharjah Women's

Bachelor of Applied Media

Admission to program

In addition to general HCT admission requirements as stated in the HCT Admission Policy described in the Academic Policies section of this Catalogue, this program requires students to complete Foundations Math Level 1 or equivalent as minimum entry requirements for the program.

Program Mission

The mission of the Bachelor of Applied Media is to provide students with the skills, knowledge and competencies required to meet the challenges of the nationally developing discipline of Applied Media and the rapidly changing discipline of media communication. Graduates will have successful careers in Applied Media fields or will be able to pursue advanced degrees successfully. Graduates of this program should be able to communicate effectively, work collaboratively and exhibit high levels of professionalism, ethical responsibility, and engage in life-long learning and professional development to adapt to the rapidly changing work environment.

Program Description

Delivered in a technology rich environment and collaboration with the industry, the Applied Media Program trains students in the areas of Corporate Communications, Video Production, and Graphic Design. Learning takes place in well-equipped studios and labs using state-of-the-art equipment. The transition from college into employment is further enhanced through a well-structured work based learning study programme. Graduates are capable of applying creative and critical thinking skills to achieve the highest professional standards in rapidly evolving media, design and communications industries in the region and beyond. The program should prepare students to work in media production, public relations, corporate communication, and visual design.

The program has been designed with the first three common years leading to a Higher Diploma in Applied Media. In the fourth year of the program, the student is required to select one of the following concentrations:

- **Corporate Communications**
- **Video Production**
- **Graphic Design**

Students have the option to exit the program with a Higher Diploma in Applied Media after completion of the third year.

Program Goals

- Graduates will have successful careers in Applied Media fields or will be able to successfully pursue advanced degrees.
- Graduates will provide solutions to challenging problems in their profession by applying Applied Media Theories and Skills.
- Graduates will communicate effectively, work collaboratively and exhibit high levels of professionalism and ethical responsibility.
- Graduates will engage in life-long learning and professional development to adapt to the rapidly changing work environment.

Programme Learning Outcomes

Bachelor of Applied Media

- Develop competency in core applied media skills, including proficiency in a range of relevant media and communication tools, technology and practices.
- Develop skills that can be used to describe, analyze, and evaluate theoretical and practical issues in a range of applied media contexts.
- Demonstrate professional behavior including the ability to communicate and lead in ways that are professional, ethical and socially responsible.
- Demonstrate professional attitudes including commitment to lifelong independent learning, respect for diversity and informed appreciation of contemporary, societal and global issues.

Corporate Communications Concentration

- Using visual, technical and critical skills, communicate ideas clearly and professionally about the industry and practice of the Corporate Communications Concentration.
- Produce creative work demonstrating technical, aesthetic, and conceptual understanding of the industry and practice of the Corporate Communications Concentration.
- Learn the professional skills and behaviors necessary to compete in the global marketplace for the Corporate Communications Concentration.

Video Production Concentration

- Using visual, technical and critical skills, communicate ideas clearly and professionally about the industry and practice of the Video Production Concentration.
- Produce creative work demonstrating technical, aesthetic, and conceptual understanding of the industry and practice of the Video Production Concentration.

- Learn the professional skills and behaviors necessary to compete in the global marketplace for the Video Production Concentration.

Course Credits

Graphic Design Concentration

- Using visual, technical and critical skills, communicate ideas clearly and professionally about the industry and practice of the Graphic Design Concentration.
- Produce creative work demonstrating technical, aesthetic, and conceptual understanding of the industry and practice of the Graphic Design Concentration.
- Learn the professional skills and behaviors necessary to compete in the global marketplace for the Graphic Design Concentration.

Completion Requirements

Students must successfully complete a minimum of 132 credits, including:

- Applied Media core courses: 72 credits
- Applied Media 4000 elective courses: 6 credits
- Concentration Courses: 21 credits
- General Studies: 33 credits

Course Credits

Applied Media Core Courses		
Required Credits: 72		
COM 1003	Digital Storytelling	3
COM 1123	Introduction to Media Technology	3
COM 1143	Visual Communications	3
COM 1153	Media Literacy	3
COM 1203	Photography	3
COM 1223	History of Media and Design	3
COM 2003	Convergent Journalism	3
CMV 2003	Motion Graphics	3
COM 2103	Creative Writing	3
CDG 2303	Introduction to Graphic Design	3
CMC 2303	Corporate Communication I	3
COM 2313	Project Management for Media	3
COM 3003	Viral Video for Social Media	3
COM 3013	Interviewing and Presenting	3
CDG 3003	Graphics Studio	3
CMC 3003	Digital Marketing	3
CDG 3503	Typography I	3
CMV 3503	Editing	3
CMC 3503	Social Media	3
CMV 3513	Production Skills I	3
COM 3606	Work Placement I	6
COM 3616	Work Placement II	6

Corporate Communication Concentration Courses Concentration Code: CMCC		
Required Credits: 21		
CMC 4023	Media Relations	3
CMC 4033	Corporate Communication II	3
CMC 4623	Communication Theory	3
CMC 4713	Media Law and Ethics	3
CMC 4803	Internal Communication Management	3
CMC 4806	Final Project - Corporate and Media Communications	6

Graphic Design Concentration Courses Concentration Code: CDGC		
Required Credits: 21		
CDG 4023	Design Illustration	3
CDG 4033	Studio Graphics	3
CDG 4503	Advanced Typography	3
CDG 4713	Packaging Design	3
CDG 4723	Sustainable/Social Design	3
CDG 4806	Final Project - Graphic Design	6

Video Production Concentration Courses Concentration Code: CMVC		
Required Credits: 21		
CMV 4103	Production Skills II	3
CMV 4203	Video Scriptwriting	3
CMV 4613	Short Video Production	3
CMV 4713	Documentary	3
CMV 4803	Advanced Edit and Effects	3
CMV 4806	Final Project - Video Production	6

4000 Elective Courses		
Required Credits: 6		
CMC 4003	New Trends in Corporate Communication	3
CMV 4003	Film and Video Distribution and Marketing	3
CMC 4013	Effective Corporate Communications in a Globalised Workplace	3
CMV 4013	Screen Culture	3
CDG 4003	New Trends in Graphic Design	3
CDG 4013	Graphic Design Thinking for Innovation	3

General Studies		
Required Credits: 33		
English, Arabic or other Languages		12
Humanities or Art		3
Information Technology and Mathematics		6
The Natural Sciences		3
The Social or Behavioural Sciences		9

Recommended Sequence of Study

Bachelor in Applied Media

Course Code	Course Title	Course Credits
Year 1 Semester 1		
Required Credits: 15		
LSS 1003	Life and Study Skills	3
LSC 1103	Academic Reading & Writing I	3
COM 1143	Visual Communications	3
COM 1153	Media Literacy	3
COM 1123	Intro to Media Technology	3

Year 1 Summer Semester*

Required Credits:

Year 2 Semester 3		
Required Credits: 15		
ICT 2013	Computational Thinking and Coding	3
AES 1003	Emirati Studies	3
COM 1203	Photography	3
COM 2103	Creative Writing	3
COM 2003	Convergent Journalism	3

Year 2 Summer Semester*

Required Credits: 6

COM 3606	Work-Placement1 (8 weeks)	6
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Year 3 Semester 5		
Required Credits: 15		
CMV 3513	Production Skills I	3
CMV 3503	Editing	3
CDG 3003	Graphics Studio	3
CDG 3503	Typography	3
CMC 3003	Digital Marketing	3

Year 3 Summer Semester*

Required Credits: 6

COM 3616	Work-Placement 2 (8 weeks)	6
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Course Code	Course Title	Course Credits
Year 1 Semester 2		
Required Credits: 15		
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSM 1123	Quantitative Reasoning	3
AES 1013	Arabic Communications I	3
LSC 2103	Academic Reading & Writing II	3

Year 2 Semester 4

Required Credits: 15

CMV 2003	Motion Graphics	3
LSN 1113	Introduction to Sustainability	3
LSS 1123	Methods of Research	3
CDG 2303	Introduction to Graphic Design	3
CMC 2303	Corporate Communication I	3

Year 3 Semester 6

Required Credits: 15

CMV 3003	Viral Video for Social Media	3
LSS 2403	Innovation and Entrepreneurship	3
CMC 3503	Social Media	3
COM 2313	Project Management for Media	3
COM 3013	Interviewing and Presenting	3

Higher Diploma in Applied Media Exit Option

* Additional courses may be offered in each Summer Semester at the discretion of the Academic Faculty.

Video Production Concentration

Year 4 Semester 7			Year 4 Semester 8		
Required Credits: 15			Required Credits: 15		
CMV 4613	Short Video Production	3	CMV 4806	Final Project- Video Production	6
CMV 4713	Documentary	3	CMV 4803	Advanced Edit and Effects	3
CMV 4103	Production Skills II	3		Elective	3
CMV 4203	Video Scriptwriting	3		Elective	3
	General Studies	3			

Corporate Communications Concentration

Year 4 Semester 7			Year 4 Semester 8		
Required Credits: 15			Required Credits: 15		
	Elective	3	CMC 4806	Final Project-Corp. Comm.	6
CMC 4033	Corporate Communications II	3	CMC 4023	Media Relations	3
CMC 4623	Communication Theory	3	CMC 4803	Internal Communication Management	3
CMC 4713	Media Law and Ethics	3		Elective	3
	General Studies	3			

Graphics Design Concentration

Year 4 Semester 7			Year 4 Semester 8		
Required Credits: 15			Required Credits: 15		
CDG 4503	Advanced Typography	3	CDG 4806	Final Project- Graphics Design	6
CDG 4023	Design Illustration	3	CDG4723	Sustainable Social Design	3
CDG 4033	Studio Graphics	3		Elective	3
CDG 4713	Packaging Design	3		Elective	3
	General Studies	3			

Academic Staff:

Adele Myers, Master of Arts Fine Art, Manchester Metropolitan University

Ahlam Mohammad Ali Al Bannai Al Blooshi, Bachelor of Applied Science Applied Media Studies, Dubai Women's College

Amr Ali, PhD Mass Communication, Cairo University

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Ashavaree Das, PhD Communication Studies, Florida State University

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Brenda Webster, PhD Journalism, University of Missouri

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Yulius Yulius, Master of Computer Graphic Design Interactive Media, Wanganui School of Design

Zakaia Cvitanovich, Master of Arts Communication Studies, University of New England