



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 Program, 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)	Abu Dhabi Women's 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 Catalog, 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, Graphic Design, and Video Production. 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 program. 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**
- **Graphic Design**
- **Video Production**

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.

Program 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.

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.

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.

Completion Requirements

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

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

		Course Credits
Applied Media Core Courses		
Required Credits: 72		
CDG 2303	Introduction to Graphic Design	3
CDG 3003	Graphics Studio	3
CDG 3503	Typography I	3
CMC 2303	Corporate Communication I	3
CMC 3003	Digital Marketing	3
CMC 3503	Social Media	3
CMV 2003	Motion Graphics	3
CMV 3003	Viral Video for Social Media	3
CMV 3503	Editing	3
CMV 3513	Production Skills I	3
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
COM 2103	Creative Writing	3
COM 2313	Project Management for Media	3
COM 3013	Interviewing and Presenting	3
COM 3606	Work Placement I	6
COM 3616	Work Placement II	6
Corporate Communication 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

		Course Credits
Graphic Design Concentration Courses Concentration		
Code: CDGC		
Required Credits: 21		
CDG 4023	Design Illustration	3
CDG 4033	Advanced Graphics Studio	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		
CDG 4003	New Trends in Graphic Design	3
CDG 4013	Graphic Design Thinking for Innovation	3
CMC 4003	New Trends in Corporate Communication	3
CMC 4013	Effective Corporate Communications in a Globalised Workplace	3
CMV 4003	Film and Video Distribution and Marketing	3
CMV 4013	Screen Culture	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 Behavioral Sciences		9
<i>Total Required Credits</i>		<i>132</i>
<i>Maximum Duration of Study</i>		<i>6</i>
<i>Minimum Duration of Study</i>		<i>4</i>
<i>Cost Recovery Program</i>		<i>No</i>
<i>Program Code</i>		<i>BAAPM</i>
<i>Major Code</i>		<i>APM</i>

Recommended Sequence of Study

Bachelor in Applied Media

Course Code	Course Title	Course Credits	Course Code	Course Title	Course Credits
Year 1 Semester 1			Year 1 Semester 2		
Required Credits: 15			Required Credits: 15		
COM 1123	Intro to Media Technology	3	AES 1013	Arabic Communications I	3
COM 1143	Visual Communications	3	COM 1003	Digital Storytelling	3
COM 1153	Media Literacy	3	COM 1223	History of Media and Design	3
LSC 1103	Academic Reading & Writing I	3	LSC 2103	Academic Reading & Writing II	3
LSS 1003	Life and Study Skills	3	LSM 1123	Quantitative Reasoning	3
Year 2 Semester 3			Year 2 Semester 4		
Required Credits: 15			Required Credits: 15		
AES 1003	Emirati Studies	3	CDG 2303	Introduction to Graphic Design	3
COM 1203	Photography	3	CMC 2303	Corporate Communication I	3
COM 2003	Convergent Journalism	3	CMV 2003	Motion Graphics	3
COM 2103	Creative Writing	3	LSN 1113	Introduction to Sustainability	3
ICT 2013	Computational Thinking and Coding	3	LSS 1123	Basic Methods of Scientific Research and Development	3
Year 2 Summer Semester*			Year 3 Semester 6		
Required Credits: 6			Required Credits: 15		
COM 3606	Work-Placement I (8 weeks)	6	CMC 3503	Social Media	3
Year 3 Semester 5			Year 3 Semester 6		
Required Credits: 15			Required Credits: 15		
CDG 3003	Graphics Studio	3	CMV 3003	Viral Video for Social Media	3
CDG 3503	Typography I	3	COM 2313	Project Management for Media	3
CMC 3003	Digital Marketing	3	COM 3013	Interviewing and Presenting	3
CMV 3503	Editing	3	LSS 2403	Innovation and Entrepreneurship	3
CMV 3513	Production Skills I	3			
Year 3 Summer Semester*			Year 3 Summer Semester*		
Required Credits: 6			Required Credits: 6		
COM 3616	Work-Placement II (8 weeks)	6			

Higher Diploma in Applied Media Exit Option

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

Corporate Communications Concentration

Year 4 Semester 7			Year 4 Semester 8		
Required Credits: 15			Required Credits: 15		
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	CMC 4806	Final Project - Corporate and Media Communication	6
	Elective	3		Elective	3
	General Studies	3			

Graphics Design Concentration

Year 4 Semester 7			Year 4 Semester 8		
Required Credits: 15			Required Credits: 15		
CDG 4023	Design Illustration	3	CDG 4723	Sustainable Social Design	3
CDG 4033	Advanced Graphics Studio	3	CDG 4806	Final Project- Graphics Design	6
CDG 4503	Advanced Typography	3		Elective	3
CDG 4713	Packaging Design	3		Elective	3
	General Studies	3			

Video Production Concentration

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

Academic Staff:

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

Ahlam Mohammad Ali Al Bannai Al Blooshi, Bachelor of Applied Science Applied Media Studies, Higher Colleges of Technology, UAE

Amr Ali, PhD Mass Communication, Cairo University, Egypt

Anirban Das, Master of Arts Film, Television & Screen Media, Birkbeck College, University of London, UK

Ashavaree Das, PhD Communication Studies, Florida State University, USA

Bilal Ahmad, Masters Multimedia Arts, National College of Arts, Lahore, Pakistan

Brenda Webster, PhD Journalism, University of Missouri, USA

Elman Padilla, Master Communication Design, Pratt Institute, USA

Fatema Al Kamali, Master of Arts Museum Studies, Zayed University, UAE

Felicity Chadwick, Masters Cross-Disciplinary Art & Design, University of New South Wales, Australia

Ghinwa Hachache, Master of Arts Communication Arts, Cinema/ Television, Regent University, USA

Hadeel Miqdadi, Master of Arts Games Design, University of the Arts London, UK

Iqbal Akthar, PhD Cultural & Media Studies, University of Sussex, UK

Ivana Ercegovic, Masters Journalism, Megatrend University, Serbia

Kendal Newman, PhD Computing Via Internet, Griffith University, Australia

Leo Wong, Master of Fine Arts Production, American Film Institute, USA

Lim Meng, Master of Business Administration Luxury Brand Management, International Fashion Academy, France

Madiha Jamil, Masters Animation & Interactive Media, National College of Arts, Lahore, Pakistan

Mark Mattheis, Master of Arts Mass Communications and Media Arts, Southern Illinois University, USA

Marko Sredojevic, Masters Journalism, John Naisbitt University, Serbia

Maya Said, PhD Cinematic Arts, Academy of Arts, Egypt

Mohamad Nor, Master of Fine Arts Imaging Arts, Rochester Institute of Technology, USA

Mohammed Alomari, PhD Instructional Multimedia, University Science Malaysia

Mona Gabr, Masters Mass Communication, Ain Shams University, Egypt

Nada Alshammari, Master of Arts Media Arts, Philosophy and Practice, University of Greenwich, UK

Nada Obaid Altaher, Masters Graphic Design, Monash University, Australia

Nathan Brines, Master Photography, East Carolina University, USA

Outi Katriina Katajamaki, Masters Organizational Communication, University of Jyvaskyla, Finland

Philip Ephraim, PhD Philosophy in Communication Management, Girne American University, Cyprus

Quan Tuan Trinh, Masters Digital Media, Newcastle University, UK

Rizwan Wadood, Master of Arts Mass Communication, Jamia Millia Islamia, India

Silvia Karabashlieva, Master of Fine Arts, San Diego State University, USA

Susan De Guzman, Master of Education Open and Distance Learning, University of Southern Queensland, Australia

Syed Almashoor, Masters Animation & Interactive Media, University of West of England, UK

Tarang Taswir, Master of Arts Mass Communication, A.J.K Mass Communication Research Center-Jamia Millia Islamia, India

Tina Gates, PhD Instructional & Curriculum Leadership, Northcentral University, USA

Yohance Douglas, Master of Fine Arts Motion Graphics, Savannah College of Art & Design, USA

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

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

Media Professional Career Pathway

BEFORE GRADUATION

Milestone 1



Accomplishment: CDG 3003 Graphics Studio Course
Details: Part of Higher Diploma of Applied Media Program

Outcome: Adobe Certified Associate (ACA) Visual Communication (Photoshop) Body of Knowledge (BoK) 100% covered



Milestone 2



Outcome: ACA Visual Communication (Photoshop) Certificate – HCT Level 2

Accomplishment: CDG 3003 Graphics Studio Course Final Exam
Details: Part of Higher Diploma of Applied Media Program



Milestone 3



Accomplishment: CDG 4033 Advanced Graphics Studio Course
Details: Part of Bachelor in Applied Media (Graphic Design) Program

Outcome: ACA Graphic Design (Illustrator) BoK 100% covered



Milestone 4



Outcome: ACA Graphic Design (Illustrator) Certificate – HCT Level 2

Accomplishment: CDG 4033 Advanced Graphics Studio Course Final Exam
Details: Part of Bachelor in Applied Media (Graphic Design) Program

Milestone 5



Accomplishment: CMV 4103 Production Skills II Course
Details: Part of Bachelor in Applied Media (Video Production) Program

Outcome: ACA Video Communication (Premier) BoK 100% covered



Milestone 6



Outcome: ACA Video Communication (Premier) Certificate – HCT Level 2

Accomplishment: CMV 4103 Production Skills II Course Final Exam
Details: Part of Bachelor in Applied Media (Video Production) Program



Milestone 7



Accomplishment: Create HCT e-Portfolio Account
Details: Mandatory in COM 3606 Work Placement I, and COM 3616 Work Placement II, Part of Applied Media Program, reporting relevant volunteer hours and work placement achievements towards required experience for Adobe Certified Expert.

Outcome: Clear structure to achieve Adobe Certified Expert title in 2 years from graduation. After Graduation



AFTER GRADUATION

Milestone 8



Accomplishment: HCT e-Portfolio ongoing development
Details: CERT Mentorship Services to help with career decisions that directly contribute to accruing experience required to do Adobe Certified Expert exam.

Outcome: 2 years of professional experience



Milestone 9



Outcome: Adobe Certified Expert Certificate – HCT Level 4

Accomplishment: Adobe Certified Expert exam
Details: Additional to Bachelor in Applied Media (Video Production) Program





JOB OPPORTUNITIES

- Graphic Designer
- Video Editor
- Web Analyst
- Web Content/Digital Asset Manager
- Web Designer
- Producer
- Art Director

HIGHER COLLEGES OF TECHNOLOGY  كليات التقنية العليا

HCT PROFESSIONAL CERTIFICATIONS/QUALIFICATIONS LEVELS

- HCT Level 1** Certificate from Professional Body accrediting the Body of Knowledge covered as part of the aligned HCT Course(s) and/or Assessment(s).
- HCT Level 2** Certificate from Professional Body accrediting the accomplishment of external Assessment(s), as part of the aligned HCT Course(s) Assessment(s) Strategy.
- HCT Level 3** Certificate from Professional Body accrediting the accomplishment of external Assessment(s), following additional Course(s) to HCT Curriculum.
- HCT Level 4** Certificate from Professional Body accrediting obtaining Professional status in the field through experience.

