

## Applied Communications Division



The Applied Communications Division produces graduates with a strong foundation in theoretical and practical aspects of numerous media fields including television/radio broadcasting, journalism, design, multimedia, corporate communications, events management, and photography. They will be capable of applying critical and creative approaches to the application of conceptual production and technical skills, to achieve the highest professional standards in a rapidly evolving media industry. Graduates will develop the skills required to be self-learners through being exposed to a range of learning opportunities.

Applied Communications provides a blended learning environment which is student-centred and project-based; where practical project work is conceptualized and supported by theoretical knowledge. Learning will be accomplished through a variety of means including, but not limited to, lectures, student research, discussions, workshops, guest speakers, and industry visits.

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

# Bachelor of Applied Science in Applied Communication (Animation)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred, collaborative learning environments which include project and problem-based approaches to teaching and

learning. This major provides students the knowledge and skills to function effectively in industries in the field of design in general but specifically in the rapidly growing discipline of animation. Students will be able to create animation in both 2D and 3D for a variety of media and situations.

		Course Credits			Course Credits
<b>Applied Communication Core Courses</b>			<b>Animation Core Courses</b>		
<b>Required Credits: 33</b>			<b>Required Credits: 42</b>		
COM 1103	Introduction to Mass Communication	3	CDA 3503	Storyboarding	3
COM 1113	Drawing I	3	CDA 3513	Character Design	3
COM 1123	Introduction to Media Technology	3	CDA 3523	Principles of Animation II	3
COM 1203	Photography	3	CDA 3603	3D Modeling	3
COM 1213	Arabic I	3	CDA 3613	Action Scripting for Flash	3
COM 1223	History of Media and Design	3	CDA 4703	3D Animation	3
COM 1703	Introduction to Business and SME Management	3	CDA 4713	Film Analysis and Narrative Structure	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3	CDA 4723	Action Scripting in Maya	3
COM 2403	Web Development	3	CDA 4803	VFX, Audio, Editing, Compositing	3
COM 2413	Portfolio and Presentation Skills	3	CDA 4816	Senior Animation Project	6
COM 2423	Industry Research Project	3	COM 3503	Arabic II	3
			COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6
<b>Applied Communication Requirement</b> See program chair for available courses.			<b>Liberal Studies</b>		
<b>Required Credits: 3</b>			<b>Required Credits: 39</b>		
Select 1 2000 level course		3	A. Communication		12
			B. Mathematics		3
			C. Art and Humanities		6
			D. Social and Behavioral Studies		9
			E. Physical and Biological Sciences		6
			F. Global Studies		3
<b>Applied Communication Requirement</b> See program chair for available courses.					
<b>Required Credits: 3</b>					
Select 1 4000 level course		3			
<i>Total Required Credits</i>	120		<i>Minimum Duration of Study</i>	4	
<i>Maximum Duration of Study</i>	6		<i>Program Code</i>	OACAB	
<i>Cost Recovery Program</i>	No		<i>Major Code</i>	ACANAB	

# Bachelor of Applied Science in Applied Communication (Corporate Communication)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred, collaborative learning environments which include project and problem-based approaches to teaching and learning. This major provides students the knowledge

and skills to function effectively in industries in the field of media in general but specifically the nationally developing discipline of Corporate Communication. Students will have specific knowledge and skills in business, communication, and media in English and, to a lesser degree, Arabic which will allow them to fill a variety of roles in a variety of business and non-profit organizations involving internal and external communications. It also ensures that graduates satisfy the academic requirements stipulated for entrance into professional bodies, including the Middle East Public Relations Association.

Applied Communication Core Courses		Course Credits
<b>Required Credits: 33</b>		
COM 1103	Introduction to Mass Communication	3
COM 1113	Drawing I	3
COM 1123	Introduction to Media Technology	3
COM 1203	Photography	3
COM 1213	Arabic I	3
COM 1223	History of Media and Design	3
COM 1703	Introduction to Business and SME Management	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3
COM 2403	Web Development	3
COM 2413	Portfolio and Presentation Skills	3
COM 2423	Industry Research Project	3
		Course Credits
<b>Applied Communication Requirement</b> See program chair for available courses.		
<b>Required Credits: 3</b>		
Select 1 2000 level course		3
		Course Credits
<b>Corporate Communication Requirement</b> See program chair for available courses		
<b>Required Credits: 3</b>		
Select 1 4000 level course		3

Corporate Communication Core Courses		Course Credits
<b>Required Credits: 42</b>		
CMC 3503	Social Media	3
CMC 3603	Media Relations	3
CMC 3613	Corporate Communication II in Arabic and English	3
CMC 4703	Public Relations	3
CMC 4713	Law and Ethics	3
CMC 4723	Crisis Communication	3
CMC 4733	Writing for Corporate Communication	3
CMC 4806	Corporate Communication Project	6
COM 3503	Arabic II	3
COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6
BUS 3003	Managing People and Organisations	3
BUS 4413	Tourism and Events Management	3
		Course Credits
<b>Liberal Studies</b>		
<b>Required Credits: 39</b>		
A. Communication		12
B. Mathematics		3
C. Art and Humanities		6
D. Social and Behavioral Studies		9
E. Physical and Biological Sciences		6
F. Global Studies		3

<i>Total Required Credits</i>	120	<i>Minimum Duration of Study</i>	4
<i>Maximum Duration of Study</i>	6	<i>Program Code</i>	OACAB
<i>Cost Recovery Program</i>	No	<i>Major Code</i>	ACCCAB

## Bachelor of Applied Science in Applied Communication (Fashion Design and Merchandising)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred, collaborative learning environments which include project and problem-based approaches to teaching and learning. This major provides students the knowledge and skills to function effectively in industries in the field

of design in general but specifically the international discipline of Fashion Design and Merchandising. Students will be able to meet the requirements of a variety of arenas within the fashion industry ranging from design, to production, to sales and merchandising. It also ensures that graduates satisfy the academic requirements stipulated for entrance into professional bodies, including the International Association of Clothing Designers and Executives.

		Course Credits			Course Credits
<b>Applied Communication Core Courses</b>			<b>Fashion Design and Merchandising Core Courses</b>		
<b>Required Credits: 33</b>			<b>Required Credits: 42</b>		
COM 1103	Introduction to Mass Communication	3	CDF 3503	Fashion Design and Textile	3
COM 1113	Drawing I	3	CDF 3513	Fashion Draping and Pattern Making	3
COM 1123	Introduction to Media Technology	3	CDF 3523	Fashion Design and Technology I	3
COM 1203	Photography	3	CDF 3603	Fashion Design and Trend Research	3
COM 1213	Arabic I	3	CDF 3623	Fashion Design and Technology II	3
COM 1223	History of Media and Design	3	CDF 4703	Fashion Design and Production	3
COM 1703	Introduction to Business and SME Management	3	CDF 4713	Fashion and CAD Design	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3	CDF 4723	Fashion Marketing I	3
COM 2403	Web Development	3	CDF 4803	Fashion Merchandising	3
COM 2413	Portfolio and Presentation Skills	3	CDF 4813	Final Collection and Fashion Show	3
COM 2423	Industry Research Project	3	CDF 4823	Fashion Marketing II	3
			COM 3503	Arabic II	3
			COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6
<b>Applied Communication Requirement</b> See program chair for available courses.			<b>Liberal Studies</b>		
<b>Required Credits: 3</b>			<b>Required Credits: 39</b>		
Select 1 2000 level course		3	A. Communication		12
			B. Mathematics		3
			C. Art and Humanities		6
			D. Social and Behavioral Studies		9
			E. Physical and Biological Sciences		6
			F. Global Studies		3
<b>Fashion Design and Merchandising Concentration Requirement</b> See program chair for available courses.					
<b>Required Credits: 3</b>					
Select 1 4000 level course		3			
<b>Total Required Credits</b>		120	<b>Minimum Duration of Study</b>		4
<b>Maximum Duration of Study</b>		6	<b>Program Code</b>		OACAB
<b>Cost Recovery Program</b>		No	<b>Major Code</b>		ACFDAB

## Bachelor of Applied Science in Applied Communication (Graphic Design)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred, collaborative learning environments which include project and problem-based approaches to teaching and learning. This major provides students the knowledge and skills to function effectively in industries in the field of

design in general but specifically the in-demand and highly varied discipline of graphic design. Students will be able to create graphic designs, for a variety of media that communicate with an audience to invoke a desired response. It also ensures that graduates satisfy the academic requirements stipulated for entrance into professional bodies, including the AIGA (formerly the American Institute of Graphic Artists).

Applied Communication Core Courses		Course Credits	Graphic Design Core Courses		Course Credits
<b>Required Credits: 33</b>			<b>Required Credits: 42</b>		
COM 1103	Introduction to Mass Communication	3	CDG 3503	Typography I	3
COM 1113	Drawing I	3	CDG 3513	Introduction to Design Illustration	3
COM 1123	Introduction to Media Technology	3	CDG 3603	Typography II	3
COM 1203	Photography	3	CDG 3613	Studio I	3
COM 1213	Arabic I	3	CDG 3623	History of Graphic Design	3
COM 1223	History of Media and Design	3	CDG 4703	Studio II	3
COM 1703	Introduction to Business and SME Management	3	CDG 4713	Packaging Design	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3	CDG 4723	Sustainable/Social Design	3
COM 2403	Web Development	3	CDG 4803	Photography for Graphic Design	3
COM 2413	Portfolio and Presentation Skills	3	CDG 4813	Capstone ? Information Design	3
COM 2423	Industry Research Project	3	CDG 4823	Capstone ? Major Exhibition	3
			COM 3503	Arabic II	3
			COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6
		Course Credits			Course Credits
<b>Applied Communication Requirement</b> See program chair for available courses.			<b>Liberal Studies</b>		
<b>Required Credits: 3</b>			<b>Required Credits: 39</b>		
Select 1 2000 level course		3	A. Communication		12
			B. Mathematics		3
			C. Art and Humanities		6
			D. Social and Behavioral Studies		9
			E. Physical and Biological Sciences		6
			F. Global Studies		3
		Course Credits			Course Credits
<b>Graphic Design Concentration Requirement</b> See program chair for available courses.					
<b>Required Credits: 3</b>					
Select 1 4000 level course		3			
<i>Total Required Credits</i>	120		<i>Minimum Duration of Study</i>	4	
<i>Maximum Duration of Study</i>	6		<i>Program Code</i>	OACAB	
<i>Cost Recovery Program</i>	No		<i>Major Code</i>	ACGDAB	

# Bachelor of Applied Science in Applied Communication (Interior Design)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred, collaborative learning environments which include project and problem-based approaches to teaching and learning. This major provides students the knowledge

and skills to function effectively in industries in the field of design in general but specifically the regionally strong discipline of interior design. Students will be able to create interior designs for a variety of private and commercial environments. It also ensures that graduates satisfy the academic requirements stipulated for entrance into professional bodies, including the National Council of Interior Design Qualification (NCIDQ).

Applied Communication Core Courses		Course Credits
<b>Required Credits: 33</b>		
COM 1103	Introduction to Mass Communication	3
COM 1113	Drawing I	3
COM 1123	Introduction to Media Technology	3
COM 1203	Photography	3
COM 1213	Arabic I	3
COM 1223	History of Media and Design	3
COM 1703	Introduction to Business and SME Management	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3
COM 2403	Web Development	3
COM 2413	Portfolio and Presentation Skills	3
COM 2423	Industry Research Project	3

Applied Communication Requirement		Course Credits
See program chair for available courses.		

Applied Communication Requirement		Course Credits
See program chair for available courses.		
<b>Required Credits: 3</b>		
Select 1 2000 level course		3

Interior Design Concentration Requirement		Course Credits
See program chair for available courses.		
<b>Required Credits: 3</b>		
Select 1 4000 level course		3

Interior Design Core Courses		Course Credits
<b>Required Credits: 42</b>		
CDI 3503	Design Studio I	3
CDI 3513	Technical Drawing I	3
CDI 3603	Design Studio II	3
CDI 3613	Technical Drawing II	3
CDI 3623	Commercial Design Studio I	3
CDI 4703	Materials and Construction Details	3
CDI 4713	Commercial Design Studio II	3
CDI 4723	Project Design and Research I	3
CDI 4803	Furniture and Fittings	3
CDI 4806	Project Design and Research II	6
COM 3503	Arabic II	3
COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6

Liberal Studies		Course Credits
See program chair for available courses.		

Liberal Studies		Course Credits
<b>Required Credits: 39</b>		
A. Communication		12
B. Mathematics		3
C. Art and Humanities		6
D. Social and Behavioral Studies		9
E. Physical and Biological Sciences		6
F. Global Studies		3

Total Required Credits	120	Minimum Duration of Study	4
Maximum Duration of Study	6	Program Code	OACAB
Cost Recovery Program	No	Major Code	ACIDAB

## Bachelor of Applied Science in Applied Communication (Media Communication)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred,

collaborative learning environments which include project and problem-based approaches to teaching and learning. This major provides students the knowledge and skills to function effectively in industries in the field of media in general but specifically the rapidly changing discipline of Media Communication. Students will be able to report on local, national and international issues in a variety of media formats.

		Course Credits			Course Credits
<b>Applied Communication Core Courses</b>			<b>Media Communication Core Courses</b>		
<b>Required Credits: 33</b>			<b>Required Credits: 42</b>		
COM 1103	Introduction to Mass Communication	3	CMC 3503	Social Media	3
COM 1113	Drawing I	3	CMM 3503	Journalism and Society	3
COM 1123	Introduction to Media Technology	3	CMM 3513	News and Feature Stories	3
COM 1203	Photography	3	CMM 3603	Photojournalism	3
COM 1213	Arabic I	3	CMM 3613	Digital Broadcasting	3
COM 1223	History of Media and Design	3	CMM 4703	Designing and Developing Online News Packages	3
COM 1703	Introduction to Business and SME Management	3	CMM 4713	Communication Theory	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3	CMM 4723	Mobile Communication	3
COM 2403	Web Development	3	CMM 4733	Media Project I	3
COM 2413	Portfolio and Presentation Skills	3	CMM 4803	Media Law and Ethics	3
COM 2423	Industry Research Project	3	CMM 4813	Media Project II	3
		Course Credits	COM 3503	Arabic II	3
			COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6
<b>Applied Communication Requirement</b>			<b>Liberal Studies</b>		
See program chair for available courses.			<b>Required Credits: 39</b>		
<b>Required Credits: 3</b>			A. Communication		12
Select 1 2000 level course		3	B. Mathematics		3
		Course Credits	C. Art and Humanities		6
<b>Media Communication Concentration Requirement</b>			D. Social and Behavioral Studies		9
See program chair for available courses			E. Physical and Biological Sciences		6
<b>Required Credits: 3</b>			F. Global Studies		3
Select 1 4000 level course		3			
<i>Total Required Credits</i>	<i>120</i>		<i>Minimum Duration of Study</i>	<i>4</i>	
<i>Maximum Duration of Study</i>	<i>6</i>		<i>Program Code</i>	<i>OACAB</i>	
<i>Cost Recovery Program</i>	<i>No</i>		<i>Major Code</i>	<i>ACMCAB</i>	

# Bachelor of Applied Science in Applied Communication (Video Production)

The BAS in Applied Communication program is designed to produce graduates with a fundamental set of media skills which will allow them to pursue media, design and other creative endeavors. Building on that base of fundamental skills students may also choose one of seven possible majors to specialize in, each of which will lead to more specific areas within the larger field of Applied Communications. Applied Communications students participate in blended, student centred,

collaborative learning environments which include project and problem-based approaches to teaching and learning. This major provides students the knowledge and skills to function effectively in industries in the field of media in general but specifically the expanding discipline of video production. Students will be able to create original works in a variety of formats for a variety of situations.

Applied Communication Core Courses		Course Credits
<b>Required Credits: 33</b>		
COM 1103	Introduction to Mass Communication	3
COM 1113	Drawing I	3
COM 1123	Introduction to Media Technology	3
COM 1203	Photography	3
COM 1213	Arabic I	3
COM 1223	History of Media and Design	3
COM 1703	Introduction to Business and SME Management	3
COM 2303	Communication Research and Writing in an English/Arabic Environment	3
COM 2403	Web Development	3
COM 2413	Portfolio and Presentation Skills	3
COM 2423	Industry Research Project	3

Applied Communication Requirement		Course Credits
See program chair for available courses.		
<b>Required Credits: 3</b>		
Select 1 2000 level course		3

Applied Communication Requirement		Course Credits
See program chair for available courses.		
<b>Required Credits: 3</b>		
Select 1 4000 level course		3

Video Production Concentration Requirement		Course Credits
See program chair for available courses		
<b>Required Credits: 3</b>		
Select 1 4000 level course		3

Video Production Core Courses		Course Credits
<b>Required Credits: 42</b>		
CMV 3503	Editing	3
CMV 3513	Production Skills I	3
CMV 3606	Short Video	6
CMV 3613	Production Skills II	3
CMV 4709	Documentary Video Production	9
CMV 4803	Advanced Edit and Effects	3
CMV 4806	Capstone Project	6
COM 3503	Arabic II	3
COM 4806	Work Placement OR Integrated Project (Work Related Learning)	6

Liberal Studies		Course Credits
<b>Required Credits: 39</b>		
A. Communication		12
B. Mathematics		3
C. Art and Humanities		6
D. Social and Behavioral Studies		9
E. Physical and Biological Sciences		6
F. Global Studies		3

Total Required Credits	120	Minimum Duration of Study	4
Maximum Duration of Study	6	Program Code	OACAB
Cost Recovery Program	No	Major Code	ACVPAB



## Bachelor of Applied Science in Applied Media Studies

The Bachelor of Applied Science (BAS) is a one-year bachelor degree completion for those students who have completed a relevant qualifying HCT Higher Diploma or equivalent. The BAS in Applied Media Studies is to further educate students in design and media practice and to prepare them for advancement with the industry.

Applied Media Studies Curriculum Requirements		Course Credits
<b>Required Credits: 48</b>		
COMA N402	Communications Theory	4
COMA N403	Business Practice	4
COMA N416	Media Project I	14
COMA N418	Language Support I	2
COMA N452	International Studies	4
COMA N453	Entrepreneurship	4
COMA N466	Media Project II	4
COMA N468	Language Support II	4

<i>Total Required Credits</i>	120	<i>Minimum Duration of Study</i>	4
<i>Maximum Duration of Study</i>	6	<i>Program Code</i>	OACAB
<i>Cost Recovery Program</i>	No	<i>Major Code</i>	APMS