

DMD - DIGITAL MEDIA AND DESIGN

DMD 1103 Fundamentals of Visual Design (2-2-3)

In this course, students will be introduced to the language of visual design and drawing, in order to gain an understanding of the elements and principles of design. Through placement and interaction, students will examine how visual communication is contextualized in multiple ways. By using drawing as a tool for illustrating the elements and principles of design, students will develop practical skills and competencies required for entry into the creative industries to solve visual design problems.

DMD 1113 Photography and Image Making (2-2-3)

This photography course aims to provide new media students an understanding of photography concepts, techniques, and skills essential in professional photography. Through a combination of theoretical knowledge and practical activities, students will learn how to operate professional cameras, compose visually appealing images, edit photos using digital software, and produce a personal portfolio. By the end of the course, students will have developed the skills necessary to take attention-grabbing photographs and express themselves creatively through the medium of photography.

DMD 1123 Introduction to Media Technology (2-2-3)

In this course, students will gain knowledge and develop skills in vector and raster graphics. Using relevant software, they will learn industry-standard media tools, techniques, and processes. The course aims to establish a strong foundational knowledge base, allowing students to build and enhance their technical skills in digital media.

DMD 1133 Digital Storytelling (2-2-3)

In this course, students will gain practical experience developing narratives within a digital environment. To meet key production requirements, students will develop digital storytelling projects that include script design, sound design, text creation, and multimedia. Students will analyze the intersection of branding and storytelling in narrative across multiple platforms. Students will critically evaluate the deconstruction of the story, coherence, continuity, production values, and its effect on the audience.

DMD 1203 AI in Digital Media (2-2-3)

In this course, students will explore the intersection of artificial intelligence (AI) and digital media technologies. They will utilize cutting-edge AI applications to enhance various aspects of digital media production, distribution, and consumption. Through a combination of theoretical learning and hands-on practical exercises, students will gain a fundamental understanding of how AI is revolutionizing the landscape of digital media.

DMD 1213 Digital Literacy (2-2-3)

This course introduces students to the historical and conceptual framework of media literacy. Students will develop skills in functional literacy to access, analyse, evaluate, and create media messages across a variety of platforms. Students will examine the role media has played in shaping, reflecting, and, at times, manipulating social realities. By offering insight into media production processes and encouraging critical thinking, this course will assist students in understanding and navigating the complex media environment we live in today.

DMD 2313 Digital Media in Arabic (2-2-3)

This course students develop the knowledge and skills needed to navigate the challenges and advancements of digital media in the Arabic language, and builds skills in researching, writing and presenting. Students will write news and magazine articles, create a range of digital content, including written, visual and multimedia, and produce texts in Arabic. This course provides a thorough exploration of digital media strategies that support success in today's diverse business landscape.

DMD 2423 Media Production (2-2-3)

In this course, students will develop foundational techniques and use media production technologies for the development of interviews and single-camera video production. Students will practice skills in framing, continuity camera operation, interviewing, and vox pop technique, including field work that will include lighting, location filming, recce preparation, and editing.

DMD 2433 Sustainable Design (2-2-3)

In this course, students will explore the role of the designer in shaping public narratives on sustainability, social issues, and community needs. As a result of a comprehensive analysis of global environmental, cultural, and societal challenges, students will develop their ability to inspire, motivate, and incite action among a wide range of audiences. Using interdisciplinary design briefs from a variety of fields, students will develop creative visual graphics that interpret complex sustainability data.

DMD 3613 Freelancing and Entrepreneurship (2-2-3)

This course introduces students to small business and entrepreneurship models in the creative industries, including business aspects such as business plans, marketing, branding, client identification and management, contracts, financial management and networking. Students will learn how to identify and target potential clients, develop portfolios and to navigate legal and ethical issues such as copyright laws and client relationships. Students will be introduced to the concepts of innovation, collaborative teams, and entrepreneurial thinking.

Prerequisites: DMD 2313

DMD 3623 Portfolio and Presentation (2-2-3)

In this course, students learn the skills and strategies to create impressive portfolios and deliver impactful presentations that resonate with their audience. This course prepares students to be effective confident presenters, capable of communicating clearly, purposefully and persuasively. Students will create a personal brand identity and learn how to build their brand.

Prerequisites: DMD 2313

DMD 4013 Industry Immersion (0-4-3)

This elective course, students will collaborate with industry partners, gain practical experience, and develop a comprehensive understanding of the complexities and challenges of the digital media industry in this course. In addition to exploring the company's background, digital media assets and production current issues, stakeholder engagement. Students will work collab at an employer's workplace and participate in scenarios and simulations.