

# 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.

## Requirements

### Completion Requirements

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

Code	Title	Credit Hours
	Applied Media core courses	72
	Applied Media 4000 electives courses	6
	Concentration Courses	21

General Studies	33
Total Credit Hours	132

Code	Title	Credit Hours
<b>Applied Media Core Courses</b>		
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	Video 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

**4000 Level Elective Courses**

Required Credits: 6		
CDG 4003	New Trends in Graphic Design	3
CDG 4013	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**

Required Credits: 12

**Humanities or Arts**

Required Credits: 3

**Information Technology or Mathematics**

Required Credits: 6

**The Natural Sciences**

Required Credits: 3

**The Social or Behavioral Sciences**

Required Credits: 9

## Concentration Curriculum

*Concentration Name: Corporate Communication Concentration**Total Credit Hours: 21**Concentration Curriculum:*

Code	Title	Credit Hours
CMC 4023	Media Relations	3
CMC 4033	Corporate Communication II	3
CMC 4623	Communication Theory & Research Methods	3
CMC 4713	Media Law and Ethics	3
CMC 4803	Internal Communication Management	3
CMC 4806	Final Project - Corporate and Media Communication	6

Concentration Code: CMCC

*Concentration Electives:***Concentration Name: Graphic Design Concentration***Total Credit Hours: 21**Concentration Curriculum:*

Code	Title	Credit Hours
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

Concentration Code: CDGC

*Concentration Electives:***Concentration Name: Video Production Concentration***Total Credit Hours: 21**Concentration Curriculum:*

Code	Title	Credit Hours
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

Concentration Code: CMVC

*Concentration Electives:*

Description	Data
Total Required Credits	132
Maximum Duration of Study	6
Minimum Duration of Study	4
Cost Recovery Program	No
Program Code	BAAPM
Major Code	APM

## Ideal Study Plan

**Bachelor in Applied Media****Corporate Communication Concentration**

Year 1		
Semester 1		Credit Hours
COM 1123	Introduction to Media Technology	3
COM 1143	Visual Communications	3
COM 1203	Photography	3
LSC 1103	Professional Communication and Reporting	3
LSS 1003	Life and Future Skills	3
Credit Hours		15
Semester 2		
AES 1013	Arabic Communications I	3
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSC 2103	Academic Reading and Writing II	3
LSM 1123	Quantitative Reasoning	3
Credit Hours		15
Year 2		
Semester 1		Credit Hours
AES 1003	Emirati Studies	3
CDG 2303	Introduction to Graphic Design	3
COM 1153	Media Literacy	3
COM 2103	Creative Writing	3
ICT 2013	Computational Thinking and Coding	3
Credit Hours		15
Semester 2		
CMC 2303	Corporate Communication I	3
CMV 2003	Motion Graphics	3
CMV 3513	Production Skills I	3
COM 2003	Convergent Journalism	3
LSS 1123	Basic Research Methods	3
Credit Hours		15
Summer		
COM 3606	Work Placement I	6
Credit Hours		6
Year 3		
Semester 1		Credit Hours
CDG 3003	Graphics Studio	3
CDG 3503	Typography I	3
CMC 3003	Digital Marketing	3
CMV 3503	Video Editing	3
LSN 1113	Introduction to Sustainability	3
Credit Hours		15
Semester 2		
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3013	Interviewing and Presenting	3
BUS 2403	Innovation and Entrepreneurship	3
Credit Hours		15
Summer		
COM 3616	Work Placement II	6
Higher Diploma in Applied Media Exit Option		
Credit Hours		6
Year 4		
Semester 1		Credit Hours
Concentration or elective courses		
AES 3003	Professional Arabic	3
CMC 4033	Corporate Communication II	3
CMC 4623	Communication Theory & Research Methods	3
CMC 4713	Media Law and Ethics	3

Elective		3
Credit Hours		15
Semester 2		
Concentration/Elective Courses		
CMC 4023	Media Relations	3
CMC 4803	Internal Communication Management	3
CMC 4806	Final Project - Corporate and Media Communication	6
Elective		3
Credit Hours		15
Total Credit Hours		132

### Graphic Design Concentration

Year 1		
Semester 1		Credit Hours
COM 1123	Introduction to Media Technology	3
COM 1143	Visual Communications	3
COM 1203	Photography	3
LSC 1103	Professional Communication and Reporting	3
LSS 1003	Life and Future Skills	3
Credit Hours		15
Semester 2		
AES 1013	Arabic Communications I	3
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSC 2103	Academic Reading and Writing II	3
LSM 1123	Quantitative Reasoning	3
Credit Hours		15
Year 2		
Semester 1		Credit Hours
AES 1003	Emirati Studies	3
CDG 2303	Introduction to Graphic Design	3
COM 1153	Media Literacy	3
COM 2103	Creative Writing	3
ICT 2013	Computational Thinking and Coding	3
Credit Hours		15
Semester 2		
CMC 2303	Corporate Communication I	3
CMV 2003	Motion Graphics	3
CMV 3513	Production Skills I	3
COM 2003	Convergent Journalism	3
LSS 1123	Basic Research Methods	3
Credit Hours		15
Summer		
COM 3606	Work Placement I	6
Credit Hours		6
Year 3		
Semester 1		Credit Hours
CDG 3003	Graphics Studio	3
CDG 3503	Typography I	3
CMC 3003	Digital Marketing	3
CMV 3503	Video Editing	3
LSN 1113	Introduction to Sustainability	3
Credit Hours		15
Semester 2		
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3013	Interviewing and Presenting	3
BUS 2403	Innovation and Entrepreneurship	3
Credit Hours		15
Summer		
COM 3606	Work Placement I	6
Credit Hours		6
Year 3		
Semester 1		Credit Hours
CDG 3003	Graphics Studio	3
CDG 3503	Typography I	3
CMC 3003	Digital Marketing	3
CMV 3503	Video Editing	3
LSN 1113	Introduction to Sustainability	3
Credit Hours		15
Semester 2		
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3013	Interviewing and Presenting	3
BUS 2403	Innovation and Entrepreneurship	3
Credit Hours		15

Summer		
COM 3616	Work Placement II	6
Higher Diploma in Applied Media Exit Option		
Credit Hours		6
Year 4		
Semester 1		
Concentration or elective courses		
AES 3003	Professional Arabic	3
CDG 4023	Design Illustration	3
CDG 4033	Advanced Graphics Studio	3
CDG 4503	Advanced Typography	3
CDG 4713	Packaging Design	3
Credit Hours		15
Semester 2		
Concentration/Elective Courses		
CDG 4723	Sustainable/Social Design	3
CDG 4806	Final Project - Graphic Design	6
Elective		3
Elective		3
Credit Hours		15
Total Credit Hours		132

## Video Production Concentration

Year 1		Credit Hours
Semester 1		
COM 1123	Introduction to Media Technology	3
COM 1143	Visual Communications	3
COM 1203	Photography	3
LSC 1103	Professional Communication and Reporting	3
LSS 1003	Life and Future Skills	3
Credit Hours		15
Semester 2		
AES 1013	Arabic Communications I	3
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSC 2103	Academic Reading and Writing II	3
LSM 1123	Quantitative Reasoning	3
Credit Hours		15
Year 2		
Semester 1		
AES 1003	Emirati Studies	3
CDG 2303	Introduction to Graphic Design	3
COM 1153	Media Literacy	3
COM 2103	Creative Writing	3
ICT 2013	Computational Thinking and Coding	3
Credit Hours		15
Semester 2		
CMC 2303	Corporate Communication I	3
CMV 2003	Motion Graphics	3
CMV 3513	Production Skills I	3
COM 2003	Convergent Journalism	3
LSS 1123	Basic Research Methods	3
Credit Hours		15
Summer		
COM 3606	Work Placement I	6
Credit Hours		6
Year 3		
Semester 1		
CDG 3003	Graphics Studio	3
CDG 3503	Typography I	3

CMC 3003	Digital Marketing	3
CMV 3503	Video Editing	3
LSN 1113	Introduction to Sustainability	3
Credit Hours		15
Semester 2		
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3013	Interviewing and Presenting	3
BUS 2403	Innovation and Entrepreneurship	3
Credit Hours		15
Summer		
COM 3616	Work Placement II	6
Higher Diploma in Applied Media Exit Option		
Credit Hours		6
Year 4		
Semester 1		
Concentration or elective courses		
AES 3003	Professional Arabic	3
CMV 4103	Production Skills II	3
CMV 4203	Video Scriptwriting	3
CMV 4613	Short Video Production	3
CMV 4713	Documentary	3
Credit Hours		15
Semester 2		
Concentration/Elective Courses		
CMV 4803	Advanced Edit and Effects	3
CMV 4806	Final Project - Video Production	6
Elective		3
Elective		3
Credit Hours		15
Total Credit Hours		132

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

## Faculty and Academic Staff

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

**Ahlam Mohammad Ali Al Bannai**, Masters Media Communications, University of Wollongong, Australia

**Amr Ali**, PhD Social Media, Cairo University, Egypt

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

**Ashavaree Das**, PhD Speech Communication, Florida State University, USA

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

**Elman Padilla**, Master of Science Communication Design, Pratt Institute, USA

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

**Gumesindo Osorio Garcia**, Ph.D Computer Studies, Glasgow Caledonian University, UK

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

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

**Ivana Ercegovac**, Masters Journalism, Megatrend University, Serbia

**Lamis Mawafi**, Masters Fine Art, Otago Polytechnic, New Zealand

**Leo Wong**, Master of Fine Arts , 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

**Madiha Rana**, Master of Science, Multimedia Design, Iqra University, Pakistan

**Marko Sredojevic**, Masters Journalism, John Naisbitt University, Serbia

**Maya Said**, PhD Scriptwriting, Academy of Arts, Egypt

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

**Mohammed Alomari**, PhD Instructional Multimedia, University Sains Malaysia, Malaysia

**Mohammed Abuhannoud**, Ph.D Communication Studies, Westphalian Wilhelm University of Münster, Germany

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

**Nada Al Shammari**, Master of Arts Media Arts, Philosophy and Practice, University of Greenwich, UK

**Nathan Brines**, Master of Fine Arts, Art MFA, East Carolina University, USA

**Outi Katriina Katajamaki**, Masters Organizational Communication, University of Jyväskylä, Finland

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

**Priyanka Dasgupta**, PhD Mass Communication, Nanyang Technological University, Singapore

**Quan Tuan Trinh**, Masters Digital Media, The University of Newcastle, Australia

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

**Romana Srnecova**, Masters Communication Design, University of the Arts London, UK

**Sangeeta Jain**, Masters Interactive and Digital Media, The University of Sydney, Australia

**Shreesha Mairaru**, PhD Communication & Journalism, University of Mysore, India

**Susan De Guzman**, Master of Education Online & Distance Learning, University of Southern Queensland, Australia

**Syed Almashoor**, Master of Arts Media (Animation), University of the West of England, UK

**Tarang Taswir**, Master of Arts Mass Communication, Jamia Millia Islamia, India

**Tina Gates**, Doctorate in Education Instructional & Curriculum Leadership, Northcentral University, USA

**Verdian Coetzee**, Master of Technology Graphic Design, Tshwane Univ of Technology, South Africa

**Yawar Khalil**, Master of Arts International Contemporary Art & Design Practice, Limkokwing University of Creative Technology, Malaysia

**Yohance Douglas**, Master of Fine Arts Computer Art, 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