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 and Media Communication, 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.

Students follow a common curriculum in the first three years of the program. In the fourth year of the program, students are required to select one of the following concentrations:

• **Corporate and Media Communication**

• **Graphic Design**

• **Video Production**

Students are eligible for a one year Work Experiential Learning experience during their study.

Program Goals

- Graduates will have successful careers in Applied Media fields or will be able to successfully pursue advanced degrees.
- Graduates will provide innovative 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 technical leadership, 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 innovative, 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 and Media Communication Concentration

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

Requirements
Completion Requirements

Bachelor of Applied Media

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
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	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 3713	Media Law and Ethics	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 and Media 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 4733	Strategic Communication	3
CMC 4803	Internal Communication Management	3
CMC 4806	Final Project - Corporate and Media Communication	6

Concentration Code: CMCC

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 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

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

Ideal Study Plan

Bachelor of Applied Media (Corporate and Media Communication)

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 1003	Emirati Studies	3
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSM 1123	Quantitative Reasoning	3
LSS 1123	Basic Research Methods	3
	Credit Hours	**15**

Year 2

Semester 3		
AES 1013	Arabic Communications	3
CDG 2303	Introduction to Graphic Design	3
COM 1153	Media Literacy	3
COM 2103	Creative Writing	3
LSC 2223	Future Skills Capstone	3
	Credit Hours	**15**

Semester 4		
AES 1033	Islamic Culture	3
CMC 2303	Corporate Communication I	3
CMV 2003	Motion Graphics	3
CMV 3513	Production Skills I	3
COM 2003	Convergent Journalism	3
	Credit Hours	**15**

Summer		
COM 3606	Work Placement I	6
	Credit Hours	**6**

Year 3

Semester 5		
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 6		
BUS 2403	Innovation and Entrepreneurship	3
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3713	Media Law and Ethics	3
	Credit Hours	**15**

Summer		
COM 3616	Work Placement II	6
	Credit Hours	**6**

Year 4

Semester 7		
Concentration or elective courses		
CMC 4033	Corporate Communication II	3
CMC 4623	Communication Theory & Research Methods	3
CMC 4733	Strategic Communication	3
ICT 2013	Computational Thinking and Coding	3
Elective		3
	Credit Hours	**15**

Semester 8		
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**

Bachelor of Applied Media (Graphic Design)

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 1003	Emirati Studies	3
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSM 1123	Quantitative Reasoning	3
LSS 1123	Basic Research Methods	3
	Credit Hours	**15**

Year 2

Semester 3		
AES 1013	Arabic Communications	3
CDG 2303	Introduction to Graphic Design	3
COM 1153	Media Literacy	3
COM 2103	Creative Writing	3
LSC 2223	Future Skills Capstone	3
	Credit Hours	**15**

Semester 4		
AES 1033	Islamic Culture	3
CMC 2303	Corporate Communication I	3
CMV 2003	Motion Graphics	3
CMV 3513	Production Skills I	3
COM 2003	Convergent Journalism	3
	Credit Hours	**15**

Summer		
COM 3606	Work Placement I	6
	Credit Hours	**6**

Year 3

Semester 5		
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 6		
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3713	Media Law and Ethics	3

BUS 2403	Innovation and Entrepreneurship	3
	Credit Hours	**15**
Summer		
COM 3616	Work Placement II	6
	Credit Hours	**6**
Year 4		
Semester 7		
Concentration or elective courses		
CDG 4023	Design Illustration	3
CDG 4033	Advanced Graphics Studio	3
CDG 4503	Advanced Typography	3
CDG 4713	Packaging Design	3
ICT 2013	Computational Thinking and Coding	3
	Credit Hours	**15**
Semester 8		
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**

Bachelor of Applied Media (Video Production)

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 1003	Emirati Studies	3
COM 1003	Digital Storytelling	3
COM 1223	History of Media and Design	3
LSM 1123	Quantitative Reasoning	3
LSS 1123	Basic Research Methods	3
	Credit Hours	**15**
Year 2		
Semester 3		
AES 1013	Arabic Communications	3
CDG 2303	Introduction to Graphic Design	3
COM 1153	Media Literacy	3
COM 2103	Creative Writing	3
LSC 2223	Future Skills Capstone	3
	Credit Hours	**15**
Semester 4		
AES 1033	Islamic Culture	3
CMC 2303	Corporate Communication I	3
CMV 2003	Motion Graphics	3
CMV 3513	Production Skills I	3
COM 2003	Convergent Journalism	3
	Credit Hours	**15**
Summer		
COM 3606	Work Placement I	6
	Credit Hours	**6**
Year 3		
Semester 5		
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 6		
CMC 3503	Social Media	3
CMV 3003	Viral Video for Social Media	3
COM 2313	Project Management for Media	3
COM 3713	Media Law and Ethics	3
BUS 2403	Innovation and Entrepreneurship	3
	Credit Hours	**15**
Summer		
COM 3616	Work Placement II	6
	Credit Hours	**6**
Year 4		
Semester 7		
Concentration or elective courses		
CMV 4103	Production Skills II	3
CMV 4203	Video Scriptwriting	3
CMV 4613	Short Video Production	3
CMV 4713	Documentary	3
ICT 2013	Computational Thinking and Coding	3
	Credit Hours	**15**
Semester 8		
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

Arlo Laibowitz. Masters (Theatre and Film), Utrecht University, Netherlands

Ashavaree Das, PhD (Speech Communication), Florida State University, USA

Awatef Abdulla Rashed Mushourab Al Hebsi, Bachelor of Applied Science (Applied Media Studies), Higher Colleges of Technology, UAE

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

Brilliant Mhlanga, PhD (Cultural & Media Studies), University of Westminster, UK

Elman Padilla, Master of Science (Communication Design), Pratt Institute, USA

Fahed Zaqout, PhD (Instructional Multimedia), University Sains Malaysia, Malaysia

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

Fatema Naser Mohammed Naser Al Suwaidi, Master of Business Administration, Higher Colleges of Technology, UAE

Gumesindo Osorio Garcia, PhD (Computer Studies), Glasgow Caledonian University, UK

Ivana Ercegovac, Masters (Journalism), Megatrend University, Serbia

Jana Dambekalne, Master of Arts (Fine Art), Art Academy of Latvia, Latvia

Lamis Mawafi, Master Fine Art (Fine Art), Otago Polytechnic, New Zealand

Leo Wong, Master of Fine Arts (Fine Art), 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

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 Abuhannoud, PhD (Communication Studies), Westphalian Wilhelm University of Munster, Germany

Mohammed Alomari, PhD (Instructional Multimedia), University Sains Malaysia, Malaysia

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

Priyanka Dasgupta, PhD (Mass Communication), Nanyang Technological University, Singapore

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

Rizwan Wadood, PhD (Mass Communication), Banasthali Vidyapith, India

Romana Srncova, Master of Arts (Communication Design), University of the Arts London, UK

Safurah Abdul Jalil, PhD (Computer Science), University of Auckland, New Zealand

Shreesha Mairaru, PhD (Communication & Journalism), University of Mysore, India

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

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

Wissam Mouawad, PhD (Arts), University of Paris I Pantheon- Sorbonne, France

Yohance Douglas, Master of Fine Arts (Computer Art), Savannah College of Art & Design, USA

Zahidah Abd Kadir, PhD (Multimedia), University Sains Malaysia, Malaysia

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