

FACULTY OF 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 Faculty, 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

Executive Dean

Dr. Rachel Bentley

Associate Executive Dean

Dr. Mohammed Shukri Alomari

List of Programs Offered

- Bachelor of Design and Media Production (<https://hctcatalog.hct.ac.ae/programmes/applied-media/designmediaproduction/>)
- Bachelor of Digital Media (<https://hctcatalog.hct.ac.ae/programmes/applied-media/digitalmedia/>)

Professional Certifications

Media Professional (<https://hctcatalog.hct.ac.ae/professionalcertifications/mediaprof/>)

Programs and Campuses

| Degree | Offered at |
|---|--|
| Bachelor of Design and Media Production | Baniyas Campus A (Abu Dhabi), Academic City Campus (Dubai), Sharjah Building (A), Ras Al Khaimah Building (A) |
| Bachelor of Digital Media | Baniyas Campus A (Abu Dhabi), Academic City Campus (Dubai), Al Faseel Campus (Fujairah), Sharjah Building (A); Ras Al Khaimah Building (A) |