

BACHELOR OF DESIGN AND MEDIA PRODUCTION

Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalogue.

Program Mission

The Bachelor of Design and Media Production program provides students with a solid foundation in design and digital media theory and practice. This program prepares students for the practical challenges of the digital and creative industries by developing essential skills and fostering an understanding of visual design principles. Hands-on studio learning, integrated learning, and collaborative team projects will provide students with valuable industry experience. Ultimately, our program prepares graduates for successful careers in design and media production, capable of contributing to a variety of professional environments.

Program Description

The Bachelor of Design and Media Production (BADMP) is a comprehensive four-year degree that consists of 120 credits, including General Study requirements. Students develop creative proficiency, ethical collaboration skills, and a deep understanding of audience-centric approaches through a rigorous curriculum. In addition to students developing skills in design and media content creation, they will also gain an understanding of conceptual approaches to master the art of visual storytelling. After completing the program, graduates will possess both advanced production and design skills and a critical perspective, enabling them to navigate the complexities of the digital world, ensuring their contributions to the field are both conceptually sound and innovative.

The Design and Media Production program, like other academic offerings, is crafted in line with HCT's core mission of nurturing talent and supporting the national vision. The BADMP program's mission and learning objectives are aligned with HCT's goals and the expected outcomes for its graduates. The program is designed to equip UAE nationals with skills in graphic design, motion graphics, user interface design, and media production across various media platforms.

The program offers two concentrations: Graphic Design and Media Production.

Program Goals

1. Equip students with the creative and technical skills needed to excel in design and media production.
2. Prepare students to develop skills in critical strategic thinking to generate innovative and effective design and media production solutions.
3. Prepare students for a successful career as effective decision-makers with strong communication and teamwork skills and an understanding of global, ethical, and social implications of the Design and Media production industry.
4. Foster an entrepreneurial mindset in students, emphasizing teamwork and user-centric approaches for success in the evolving digital landscape.
5. Inspire students and equip them with skills to make a commitment to lifelong learning and continuing education, and professional growth.

Program Learning Outcomes

1. Create effective design and multimedia content by applying a range of skills, including idea generation, concept development, reflective practice, artmaking, presentation, and production.
2. Communicate and present in a professional and ethical manner with colleagues, supervisors, learning partners, and suppliers in the design and media industry.
3. Develop strategies and concepts that are aligned with the objectives specified in client briefs by analysing data and applying relevant research methodologies.
4. Utilize project management tools and techniques proficiently to plan, execute, and evaluate design and media production projects.
5. Demonstrate a capacity to navigate complex challenges and make informed creative decisions in alignment with ethical, societal, and sustainability standards.
6. -Graphic Design: Utilize graphic design processes to generate outputs that adhere to design industry standards.
-Media Production: Utilize media production processes to generate outputs that adhere to media production industry standards.
7. -Graphic Design: Demonstrate an advanced level of proficiency in graphic design, encompassing UX/UI, visual communication, and branding techniques to attain professional outcomes.
-Media Production: Demonstrate an advanced level of proficiency in storytelling encompassing design, video production, motion graphics, UX/UI, and other relevant media forms to effectively convey messages and narratives in the context of media production.

Requirements

Completion Requirements

Students must successfully complete a minimum of 120 credits, including:

Code	Title	Credit Hours
Digital Media and Design Core Courses		24
Design & Media Production Core Courses		27
Concentration Courses		45
Elective Courses		6
General Studies		18
Total Credits		120

To qualify for the bachelor's degree, a student is required to:

- Successfully complete the required number of credits and courses specific to the program with a minimum cumulative GPA of 2.0.
- Complete 100 hours of volunteering.
- Meet the residency requirement that a minimum of 50% of the program credit requirements have been completed at the HCT.

Digital Media and Design Core Courses

Required Credits: 24

Code	Title	Credit Hours
DMD 1103	Fundamentals of Visual Design	3
DMD 1113	Photography and Image Making	3
DMD 1123	Introduction to Media Technology	3

DMD 1133	Digital Storytelling	3
DMD 1213	Digital Literacy	3
DMD 2313	Digital Media in Arabic	3
DMD 2423	Media Production	3
DMD 3623	Portfolio and Presentation	3

Design & Media Production Core Courses

Required Credits: 27

Code	Title	Credit Hours
DMP 1103	Drawing Fundamentals	3
DMP 1203	Introduction to Typography	3
DMP 1213	History of Visual Design	3
DMP 1223	Media Technology II	3
DMP 2303	Video Editing	3
DMP 2313	Media Design Management	3
DMP 2323	Design Studio I	3
DMP 2413	Design Studio II	3
DMP 2403	Motion Media Design Techniques I	3

Graphic Design Concentration Courses**Code: GDN**

Required Credits: 45

Code	Title	Credit Hours
DMP 3603	UX/UI Interaction Design	3
DMP 4803	Multiplatform Media Branding	3
GDN 3503	Packaging Design	3
GDN 3513	Advanced Typography	3
GDN 3523	Graphic Production	3
GDN 3533	Illustration and Visual Narrative	3
GDN 4703	Information Design	3
GDN 4716	Industry I *	6
GDN 4733	Trends in Graphic Design	3
GDN 4743	Capstone I	3
GDN 4816	Industry II *	6
GDN 4833	Design Thinking for Visual Communication	3
GDN 4843	Capstone II	3

Media Production Concentration Courses**Code: MPN**

Required Credits: 45

Code	Title	Credit Hours
DMP 3603	UX/UI Interaction Design	3
DMP 4803	Multiplatform Media Branding	3
MPN 3503	Advanced Media Production	3
MPN 3513	Sound Design	3
MPN 3523	3D Modeling and Animation	3
MPN 3533	Motion Media Design Techniques II	3

MPN 4703	Concept and Visualization	3
MPN 4716	Industry I *	6
MPN 4733	New Media Narratives	3
MPN 4743	Capstone I	3
MPN 4833	Advanced Post-Production	3
MPN 4843	Capstone II	3
MPN 4816	Industry II *	6

Elective Courses

Required Credits: 6

Code	Title	Credit Hours
CGD 4613	Foundations of Game Development: Design, Art, Animation, Sound and Music	3
CGD 4623	Game Production and Entrepreneurship	3
GDN 3003	Environmental Graphic Design	3
MPN 3003	AR/VR in Graphic Design and Video Production	3

General Studies

Required Credits: 18

Code	Title	Credit Hours
AES 1003	Emirati Studies	3
LSC 1103	Professional Written Communication	3
DMD 1203	AI in Digital Media	3
DMD 2433	Sustainable Design	3
DMD 3613	Freelancing and Entrepreneurship	3
DMP 3503	Communication and Design	3

Description	Data
Total Required Credits	120
Maximum Duration of Study	6 years
Minimum Duration of Study	4 years
Cost Recovery Program	No
Program Code	BADMP
Major Code	DMP

Ideal Study Plan

Recommended Sequence of Study

Graphic Design Concentration

Year 1

Semester 1		Credit Hours
DMP 1103	Drawing Fundamentals	3
DMD 1103	Fundamentals of Visual Design	3
DMD 1113	Photography and Image Making	3
DMD 1123	Introduction to Media Technology	3
LSC 1103	Professional Written Communication	3
	Credit Hours	15

Semester 2

DMP 1203	Introduction to Typography	3
DMP 1213	History of Visual Design	3
DMD 1133	Digital Storytelling	3

DMD 1203	AI in Digital Media	3
DMP 1223	Media Technology II	3
Credit Hours		15
Year 2		
Semester 3		
DMP 2303	Video Editing	3
DMP 2313	Media Design Management	3
DMD 2313	Digital Media in Arabic	3
DMP 2323	Design Studio I	3
DMD 1213	Digital Literacy	3
Credit Hours		15
Semester 4		
DMP 2413	Design Studio II	3
DMP 2403	Motion Media Design Techniques I	3
DMD 2433	Sustainable Design	3
DMD 2423	Media Production	3
AES 1003	Emirati Studies	3
Credit Hours		15
Year 3		
Semester 5		
GDN 3503	Packaging Design	3
GDN 3513	Advanced Typography	3
GDN 3523	Graphic Production	3
GDN 3533	Illustration and Visual Narrative	3
DMP 3503	Communication and Design	3
Credit Hours		15
Semester 6		
DMP 3603	UX/UI Interaction Design	3
DMD 3613	Freelancing and Entrepreneurship	3
DMD 3623	Portfolio and Presentation	3
Elective I		3
Elective II		3
Credit Hours		15
Year 4		
Semester 7		
GDN 4703	Information Design	3
GDN 4733	Trends in Graphic Design	3
GDN 4743	Capstone I	3
GDN 4716	Industry I	6
Credit Hours		15
Semester 8		
DMP 4803	Multiplatform Media Branding	3
GDN 4833	Design Thinking for Visual Communication	3
GDN 4843	Capstone II	3
GDN 4816	Industry II	6
Credit Hours		15
Total Credit Hours		120

Media Production Concentration

		Credit Hours
Year 1		
Semester 1		
DMP 1103	Drawing Fundamentals	3
DMD 1103	Fundamentals of Visual Design	3
DMD 1113	Photography and Image Making	3
DMD 1123	Introduction to Media Technology	3
LSC 1103	Professional Written Communication	3
Credit Hours		15
Semester 2		
DMP 1203	Introduction to Typography	3
DMP 1213	History of Visual Design	3

DMD 1133	Digital Storytelling	3
DMD 1203	AI in Digital Media	3
DMP 1223	Media Technology II	3
Credit Hours		15
Year 2		
Semester 3		
DMP 2303	Video Editing	3
DMP 2313	Media Design Management	3
DMD 2313	Digital Media in Arabic	3
DMP 2323	Design Studio I	3
DMD 1213	Digital Literacy	3
Credit Hours		15
Semester 4		
DMP 2413	Design Studio II	3
DMP 2403	Motion Media Design Techniques I	3
DMD 2433	Sustainable Design	3
DMD 2423	Media Production	3
AES 1003	Emirati Studies	3
Credit Hours		15
Year 3		
Semester 5		
MPN 3503	Advanced Media Production	3
MPN 3513	Sound Design	3
MPN 3523	3D Modeling and Animation	3
MPN 3533	Motion Media Design Techniques II	3
DMP 3503	Communication and Design	3
Credit Hours		15
Semester 6		
DMP 3603	UX/UI Interaction Design	3
DMD 3613	Freelancing and Entrepreneurship	3
DMD 3623	Portfolio and Presentation	3
Elective I		3
Elective II		3
Credit Hours		15
Year 4		
Semester 7		
MPN 4703	Concept and Visualization	3
MPN 4733	New Media Narratives	3
MPN 4743	Capstone I	3
MPN 4716	Industry I	6
Credit Hours		15
Semester 8		
DMP 4803	Multiplatform Media Branding	3
MPN 4833	Advanced Post-Production	3
MPN 4843	Capstone II	3
MPN 4816	Industry II	6
Credit Hours		15
Total Credit Hours		120

Faculty and Academic Staff

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

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