ABOUT US

The Africa Digital Media Institute (ADMI) is a leading creative media and technology training institution, hosting students from more than 10 countries at its Nairobi campus. Our innovative learn-and-work model enables young creatives to get the training, mentorship, and resources they need to turn their passion into a profession.

Extend your learning beyond the classroom through our Industry Immersion programme.

Develop the professional skills you need to launch your career through our Career Launchpad programme.

Intern with leading industry partners through our Apprenticeship programme.

APPLY FOR THE MAY 2019 INTAKE

Pick up an application from our Campus or apply online here:
https://admi.ac.ke/apply/

Application Due: April 6, 2019
Orientation: May 7,8, 9, 2019
Classes Begin: May 13, 2019
Payment Deadline: May 10, 2019

GET IN TOUCH

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admi
africa digital media institute

DIPLOMA IN GRAPHIC DESIGN

PASSION TO PROFESSION

COURSE DESCRIPTION

ADMI's Graphic Design programme teaches students the latest graphic design techniques and software. Through a project-based curriculum that leverages Adobe Education learning resources, students learn to communicate ideas across a range of visual mediums.

The course begins with an introduction to the history of design and design principles before progressing to branding, digital artwork, and motion graphics. Over the course of two years, students complete briefs for real clients using a variety of software from Adobe Creative Suite, including Adobe Illustrator, Photoshop, InDesign and After Effects.

Students graduate with impressive portfolios that include digital artwork, web designs, and original brand concepts along with an added Adobe Certified Associate credential recognized by employers around the world.

EARN A CREDENTIAL RECOGNIZED BY EMPLOYERS WORLDWIDE

ADMI students gain a competitive edge over their peers by earning Adobe Certified Associate (ACA) certifications in:

- Visual Communications using Adobe Photoshop®
- Graphic Design & Illustration using Adobe Illustrator®
- Print & Digital Media Publication using Adobe InDesign®
- Web Communications using Adobe Dreamweaver®

ADMI instructors prepare students to successfully pass these exams through a curriculum that leverages Adobe Education learning resources and real-world applications.

To learn more about the certification exam visit:
www.Adobe.com/education/resources/certificate-programs.edu.html.

UNITS:

Drawing, Digital Illustration, Graphic Artwork, Infographics

Adobe Photoshop, Illustrator, Indesign, After Effects

Branding, Packaging & Printing, Web Design, Motion Graphics

COURSE DURATION: 4 Terms

CREDITS: Average of 7 units per term with 24 contact hours each

LEARNING OUTCOMES

Upon successful completion of the programme, graduates will be able to:

Use elements of design, including typography, colour, and balance commercial and artistic compositions

Use graphics and animation fundamentals including 3D Modelling, Adobe Illustrator and Photoshop

Develop brands and products using human-centred design principles