

## ABOUT US

The Africa Digital Media Institute (ADMI) is a leading creative media and technology training institution, hosting students from more than 21 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 SEPTEMBER 2020 INTAKE

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

Application Due: April 6, 2020

Orientation: May 11, 2020

Classes Begin: May 18, 2020

Payment Deadline: May 11, 2020

## GET IN TOUCH



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# DIPLOMA IN GRAPHIC DESIGN (LEVEL 6)



# PASSION TO PROFESSION

## COURSE DESCRIPTION

ADMI's Graphic Design Diploma (Level 6) programme explores graphic communication through the understanding of the elements and principles of design as well as the design process, from idea development through the final execution of a document.

The diploma program which comprises majority of practical training, offers students the necessary technical skills and training that they will need to begin successful careers in the ever-changing field of graphic design.

The course will be assessed both internally and externally. Internal assessment will be conducted by the trainer in form of continuous assessment while external assessment will be conducted by external assessors appointed by TVET CDACC. Upon successful completion of the course the student will be issued with a national Diploma by TVET CDACC in conjunction with the training institution.

## 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](http://www.Adobe.com/education/resources/certificate-programs.edu.html)



## ENTRY REQUIREMENTS





- Attained KCSE Mean Grade of C- (minus) **or**
- Graphic Design craft Certificate Qualification (Level 5) **or**
- Equivalent qualifications in related fields as determined by Kenya National Qualifications Authority (KNQA)

**COURSE DURATION:** 5 semesters plus 12 weeks of supervised internship

SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4	SEMESTER 5	SEMESTER 6
Communication Skills	Numeracy Skills	Motion Graphics (After Effects)	Occupational Safety and Health Practices	Employability Skills	Internship (12 wks)
Digital Literacy	Environmental Skills	Publication Design I	Entrepreneurial Skills	Advertising Design	
Design Elements and Principles	Photography II (Editing)	Graphic Illustration II	Graphic Illustration III	Graphic Design Budget	
Digital Graphic Design I	Graphic Illustration I (Illustrator)	Corporate Identity	User Experience Design	Signage Production	
Hand Drawing	Typography	Digital Graphic Design II	Publication Design II	Graphic Production	
Photography I (Photography)		Graphic Design Conceptualization	Packaging Design		
History of Graphic Design			Design Ethics		

## 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
-  Qualify for jobs such as graphic designer, Creative Director, Production Artist, Product Developer, Art Director,