

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.



DIPLOMA IN DIGITAL JOURNALISM



GET IN TOUCH



+254 772 913 811
+254 706 349 696
+254 20 235 2221



25 Kenyatta Avenue
3rd Floor, Caxton House
P.O.Box 35447 - 00100
Nairobi, Kenya



www.admi.ac.ke
info@admi.ac.ke



@admiafrica

PASSION TO PROFESSION

COURSE DESCRIPTION

ADMI's Digital Media programme teaches students how to craft compelling news stories and incorporate multimedia elements. The program trains students both as journalists and multimedia experts in order to equip them with the skills they need to deliver engaging content for today's quickly changing media landscape.

Over the course of two years, students will learn how to create news for digital platforms, print, radio, and television; operate industry-standard audio-visual equipment; and, artfully use multimedia elements to increase engagement. Students graduating from the programme will be equipped with the skills they need to thrive in today's multimedia newsrooms.

UNITS:

-  21st Century News, Online Journalism, Investigative Reporting
-  Social Media, Web Design, Digital Marketing
-  Writing for Print & Web, Scriptwriting for TV & Radio Broadcasts
-  Camera Operations, Video Editing, Vlogging
-  Microphone Techniques, Audio Recording, Sound Editing
-  Photography, Photojournalism, Adobe Photoshop
-  Web Design, Adobe Illustrator, InDesign, and After Effects
-  Self-Publishing, Freelance Journalism, Entrepreneurship

COURSE DURATION: 5 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:

-  Write newsworthy stories and edit them for print, radio, TV and digital platforms
-  Use multimedia elements, including photography, videography and graphics to increase viewer engagement
-  Create and pitch professional news packages to editors at traditional media houses or digital platforms, including KTN, Standard, BBC and BuzzFeed
-  Produce a professional newsreel and digital marketing strategy that showcases each student's unique storytelling style and cultivates a strong online following

EARN A CREDENTIAL RECOGNIZED BY EMPLOYERS WORLDWIDE

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

- Video Communications using Adobe Premiere®Pro
- 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 practice tests.

To learn more about the certification exam visit:

www.Adobe.com/education/resources/certificate-programs.edu.html

