

LEARNING OUTCOMES

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



Develop 2D and 3D characters and demonstrate an understanding of anatomy and physics



Create animations that incorporate basic design principles, including composition, perspective and color, with speed, accuracy and dexterity, using a variety of media



Complete a series of motion graphics projects and an animation showreel



Create an animated film incorporating a range of artistic styles and techniques

COURSE DURATION: 5 terms + 3 months internship

CREDITS: Average of 6 units per term with 36 contact hours each

ENTRY REQUIREMENTS

An individual entering this course should have any of the following minimum requirements:

Attained KCSE with a mean grade of C- (minus)

Or

Equivalent qualifications as determined by Kenya National Qualifications Authority (KNQA)

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 ANIMATION & MOTION GRAPHICS

APPLY TODAY

Pick up an application from our Caxton Campus or apply online at www.admi.ac.ke

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

WHAT IS ANIMATION & MOTION GRAPHICS?

Animation is the process of designing layouts and preparation of photographic sequences for digital media and gaming products. Animation involves the exploitation of still images to generate the illusion of movement.

Animators use various computer software to capture still images and then to animate these in the desired sequence.

In the past, animation series were aimed at children aged nine and below but in recent years TV stations have been producing animations for teenagers and adults. Animation is oozing with career opportunities in the advertising, film and video game industries.

Animators play integral, behind-the-scenes roles in action-packed movies, high-octane video games, TV commercials, motion graphics, special effects, medical explanations and much more.

CAREER OPPORTUNITIES IN ANIMATION & MOTION GRAPHICS

Stop Motion Animators use models, puppets, or clay to create animated films, television commercials, branded entertainment, and more. They set up physical rigs, in which to work with the models and camera equipment before using specialist software to bring it all to life in the editing suite.

3D Modelers design and build 3D models for video games or 3D movies. They create 3D characters and environments used for medical illustration, engineering, architecture and advertising.

Flash Animators create animations for websites, apps, videos, advertising, games and educational materials. They combine illustration, graphic design, and composition to create compelling 2D and 3D animations.

Storyboard Artists combine their storytelling with visual art skills to map out a film or animation project before production. They provide conceptual artwork used for film shoots, music videos, traditional animation and commercials.

Art Directors inspire and guide the vision of the design team. They hold a senior position in an animation team and have the final say on what footage or stills are to be included in the final cut

COURSE DESCRIPTION

ADMI's Animation & Motion Graphics programme trains students in current industry practices using software packages such as Autodesk Maya and Adobe Creative Suite.

During their first year, students hone their drawing, scriptwriting and storyboarding skills before progressing to character animation and advanced texturing and modelling.

Over the course of two years, students develop their technical and artistic skills by completing animation and motion graphics projects from initial concept to finished product.

Graduates emerge from the programme with industry experience and impressive portfolios, including 2D and 3D animations, character designs and motion graphics.

