






## LEARNING OUTCOMES

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

-  Successfully understand and utilize digital media as a design tool
-  Demonstrate knowledge of a Macintosh-based operating system
-  Effectively utilize digital design as a communication device
-  Understand the use of symbolic devices such as color, fonts, and other design elements
-  Demonstrate an understanding of digital imaging and design software

## 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 GRAPHIC DESIGN



## APPLY TODAY

Pick up an application from our Caxton Campus or apply online at [www.admi.ac.ke](http://www.admi.ac.ke)

## GET IN TOUCH



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## PASSION TO PROFESSION

## WHAT IS GRAPHIC DESIGN?

Graphic Design is the use of visual compositions to solve problems and communicate ideas through typography, imagery, colour and form.

Graphic design is everywhere you look — from billboards to packaging to mobile apps. By incorporating different elements and principles, these designs can influence our perceptions and emotions.

Every company today needs the services of a graphic designer not only to create impressive marketing materials like brochures, stationery, websites, and social media designs but also to effectively communicate the message to the target audience.

From working for a design consultancy to setting up your own studio, our Graphic Design course design opens the door to a wide range of well-paying creative professions.

## WHAT CAREER OPPORTUNITIES ARE AVAILABLE IN GRAPHIC DESIGN?

**Illustrators** create two-dimensional images for advertising, children's books, fashion design, magazines, medical manuals, websites, and technical designs.

**Motion Graphic Designers** create artwork such as movie clips, trailers, commercials and title sequences for the web, television or film. Using visual effects, animation, and other cinematic techniques they bring life to their creations.

**Packaging Graphic Designers** develop concepts, mockups, and print-ready files. They have a deep understanding of print processes, as well as industrial design and manufacturing

**Publication Graphic Designers** create layouts and select typography and artwork, including photography, graphics, and illustrations. They work with books, newspapers, magazines, and catalogues.

**Web Designers** plan and build the appearance, layout, structure, and design of websites. Using text, photos, graphics, and video, web designers create appealing and user-friendly sites and pages.

**Marketing Graphic Designers** develop ideas, research consumer habits, and create designs that speak to the target audience. They create assets for marketing strategies and campaigns

## COURSE DESCRIPTION

ADMI's Graphic Design programme prepares students to use the latest design techniques and software.

Through a project-based curriculum that leverages Adobe Education learning resources, learners 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.

For two years, learners complete briefs for real clients using a variety of software from Adobe Creative Suite, including Adobe Illustrator, Photoshop, InDesign and After Effects.

Learners 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.

**COURSE DURATION:** 5 terms + 3 months internship

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

