

ENTRY REQUIREMENTS

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

KCSE D (Plain), KCE Div. III or equivalent qualification or certificate of experiential Learning or completion of KNQF Level 4



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.

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

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CERTIFICATE IN DRAWING FUNDAMENTALS



PASSION TO PROFESSION

WHY DRAWING?

Drawing can be used to capture an idea, express an emotion, or communicate a message. It can be realistic or abstract, representational or interpretive, and can be used in a variety of contexts.

The purpose of drawing can vary widely depending on the artist's intention. Some use it as their primary means of expression, creating works of art that are meant to stand alone, or used as a preliminary step in the creative process.

Drawing can also be used as a tool for observation and documentation, as in scientific illustration or sketches. It can be used as a tool for observation and documentation, as well as a form of meditation or relaxation.



CAREER OPPORTUNITIES ARE AVAILABLE IN DRAWING?

Fine Artists create visual art, such as paintings, sculptures, and illustrations, for a variety of purposes, including commercial and personal use.

Budding Graphic Designers can use this course to build up their careers through visual concepts and designs for various mediums, such as websites, advertising campaigns, and logos.

Budding Animators who use this course as a foundation can be better equipped by understanding visual effects and animations for films, video games, and other multimedia projects.

Illustrators create visual representations of written or verbal concepts, such as books, magazines, and newspapers.

Art teachers educate students in various areas of art, including drawing, painting, and sculpture.

COURSE DURATION: Part-time – 6 Months

COURSE DESCRIPTION

Throughout the course, students will enhance their drawing skills by practicing different techniques to draw a wide range of shapes and forms. They will learn using observation, memory, and imagination. Additionally, they will learn how to control their lines more effectively, and get a better understanding of light and shadow to create depth and texture in their artwork. By exploring art and culture, students will be able to develop unique and authentic Afrocentric designs.

LEARNING OUTCOMES

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

- 1 Identify different types of drawing materials.
- 2 Draw basic shapes, still-life objects, and caricatures.
- 3 Control lines and contour forms.
- 4 Apply light, shading, and toning.
- 5 Create a professional portfolio and critique peer portfolios.
- 6 Understand human anatomy as an object for drawing.
- 7 Create a webcomic.
- 8 Explain and present their drawing style.