Digital Media Diploma Plan				
Semester 1	**Course 1** Multimedia Journalism Lab	**Course 2** Design Lab	**Course 3** Arabic News Writing & Reporting	**Course 4** Electronic Newsgathering & Reporting
Semester 2	**Course 1** Digital Media Design	**Course 2** Social Media	**Course 3** Multimedia Features	**Course 4** Broadcast Media Skills
Semester 3	**Course 1** Animation 3D	**Course 2** Arabic Media Programming & Production	**Course 3** Directing & Cinematography	**Course 4** The Thesis

I. Program Description:

Digital media encompasses a huge range of fields in the creative industries including multimedia, animation, audio and video production, virtual reality, web design, graphic design, and content writing and publishing – to name a few. Depending on your role, you could be publishing blog posts, filming and editing videos, developing infographics, recording podcasts, or producing graphics for a new website you've designed.

This diploma will equip you with the skills to think critically, solve problems, communicate effectively and work independently in response to digital media project demands.

In addition to that working within multimedia computer laboratories and production studios, you will learn how to create digital media works using industry-standard software development tools and techniques.

Moreover, you will be trained and prepared to work as a journalist (reporter and presenter).

II. What can I work with Digital Multimedia?

- Content creator
- Digital content producer

- Social media manager
- Video editor
- Animator
- Art director
- Digital graphic artist
- Multimedia designer
- Advertising manager
- Art director
- PR manager
- Community engagement officer

III. Curriculum:

Semester 1

	Course 1 Multimedia Journalism Lab	Course 2 Design Lab	Course 3 Arabic News Writing & Reporting	Course 4 Electronic Newsgathering & Reporting
Semester 1				

Multimedia Journalism Lab

This lab covers advanced multimedia production skills. It teaches students how to combine video, audio, photos, text, and infographics into innovative news stories for various digital platforms.

Design Lab

An introduction to learn how to use the Photoshop program and start doing visual manipulation for pictures and then advertisement such as billboard posters press ads, flyer, etc. and also learn how to use the Illustrator program and start creating artwork, icons, posters, packaging, and more beautiful designs and creative vision with shapes, color, effects, and typography.

Arabic News Writing and Reporting

This class covers the principles and practices of news gathering and writing for the Arabic-language media. It introduces students to different styles of writing for news agencies, newspapers, magazines, radio, TV and the web. This course focuses on the art and craft of writing and reporting for multimedia platforms. It is a convergence newsroom where students learn the techniques of news reporting and production, and conducting interviews, through frequent reporting exercises.

Electronic News Writing and Reporting

This class covers advanced techniques in news writing and reporting, expanding into feature and narrative journalism and specialized news genres. The majority of course work is based on practical work and assignments that help students to develop professional research, interviewing and reporting skills and teaches them how deliver on deadline

Semester 2

	Course 1	Course 2	Course 3	Course 4
Semester 2	Digital Media Design	Social Media	Multimedia Features	Broadcast Media Skills

Digital Media Design

This course introduces students to the basic principles of design theory and practice in the field of digital media. Emphasis is put on combining text, graphics, and images into layouts for print, web and other digital publications, in addition to providing students with hands-on experience in each step of the production cycle.

Social Media

The course focuses on how social media has changed the relationship between media professionals and their audiences. It explores how the new technologies shape journalism, politics, business/marketing, and civic engagement and teaches students how to research and verify user-generated content, conduct audience analysis, and promote their work.

The Skills Lab offers an open, flexible teaching module that provides specialized training in a variety of digital research, copy editing, and production skills. The core contents for the course change according to demand and necessity, but cover specialized technical and journalistic skills such as special topics writing (business, sports, medical and technical journalism), blog journalism, audio/video streaming, podcast and cross platform data formatting and content management.

Multimedia Feature

This course teaches students how to combine video, animated graphics, storyboards 2D and real-time data into innovative new story forms for the web, social media and other digital platforms. Genres covered in this class include audio slideshows, interactive maps, location-sensitive multimedia narrative and other.

Broadcast Media Skills

This course teaches students how to construct and produce audio and video stories for television and other digital platforms using professional production equipment and editing tools. Emphasis is on editorial decision making for television and video content.

Semester 3:

	Course 1	Course 2	Course 3	Course 4
Semester 3	Animation 3D	Arabic Media Programming & Production	Directing & Cinematography	The Thesis

Animation 3D

This course covers the basic principles of animation and provides students with a basic understanding of timing. Students learn the fundamentals of weight and its direct relation to timing. They will work with cinema 4D program. This course, allows the students to build animations with topological modifications, like metamorphosis or implicit surfaces, with high-level control. Starting from a 4D objects modeler for animation, it proposes a tool to manipulate 4D objects embedded on imported scenes, running on various OS and environments.

Arabic Media Programming & Production

This course focuses on how to prepare a radio/tv programs and how to write scripts for a show. Managing above-and below-the-line film or video production costs. Emphasizes analysis of scripts and treatments to determine production costs. students will also learn how to prepare Filmmaking students to enter the workplace with a professional level of competence and knowledge of the tools necessary to be successful in production management.

Directing & Cinematography

According to the art design to create an artistically appealing screen image, this course first discusses the evolution of the historical style of film art and the application of art materials, and it will introduce them to the basic fundamentals of motion picture cinematography, including both technical knowledge and artistic application. it will be taught through designing composition, and framing, lens choice, camera movement, setting proper exposure, lighting, collaboration, blocking, continuity, and all aspects of visual storytelling.

The Thesis

The thesis /it is the final project that will cover everything they learned + Problem solving + Marketing and advertising strategy + concept + mood board

IV. Contact:

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