



CORPORATE ACADEMY

Digital First Training for a Digital World

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WELCOME TO ADMI CORPORATE ACADEMY

Your customers are media and tech-savvy. Look around you and you will see people hunched over their devices sifting through images, videos and other forms of multimedia for networking, entertainment, or information.

With widespread internet connectivity and smartphone use, people can now consume content any time, anywhere. This presents a great opportunity for companies who want to stand out. Through content marketing, organizations can build brand awareness, establish thought leadership, generate leads and engage their customers.

But content marketing requires a high level of technical expertise. Photographers, videographers and graphic designers must not only know how to navigate software but must also know how to use digital media equipment to fulfil their content marketing goals.

Digital marketers must know how to leverage your company's content and online assets to achieve marketing objectives. They must be big picture thinkers, able to map out a customer's buyer journey from awareness to advocacy as well as have killer data and analytics skills to inform strategy.

No one knows your products, services and processes more than your workforce. Training them to create high-quality content empowers them to speak directly to your target audience. It also enables them to build on their expertise

At ADMI we specialize in upskilling and empowering Africa's youth to participate in the global digital economy. Our courses are tailored for a digital generation and we equip them to create high-quality content for profit and impact.

For over 10 years now, we have trained young creatives in film and TV production, game development, animation, music technology, sound engineering, graphic design, digital journalism, photography, video production and digital marketing.

We have successfully trained professionals at Capital FM, Kenya Revenue Authority, Marketing Society of Kenya, Teachers Service Commission among others.

In this proposal, we outline our mission, vision, value proposition, courses and training modes. Find out how you can drive digital transformation and equip your workforce towards company growth at the ADMI Corporate Academy.

COMPANY OVERVIEW



Africa Digital Media Institute (ADMI) is East Africa's premier training institution for digital and creative media training. We develop and offer a flexible range of enterprise and learning solutions to meet the specific needs of individuals, organizations, and governments. In addition to our extensive experience in corporate training, ADMI has a pool of experts specializing in a variety of digital areas.

At ADMI, we believe in a comprehensive approach - becoming a part of our client's business and knowing as much about their operations and challenges as possible. We support our customers to develop and sustain high levels of competencies and proficiencies across digital disciplines.

We are very keen on designing and developing training solutions customized specifically to suit the unique attributes of each of our clients. We take pride in consistently performing at the highest professional standards and delivering on timelines. Our trainers have extensive experience, are practitioners and experts in their areas of speciality.

MISSION

To ignite creatives to transform organizations.

We acknowledge that every organization has a story to tell and there is no better way than to tell it from within. Through our high-spec technical training in creative media and technology, we ensure that our training provides an experience that is global, practical, digital, value-based, and transformational.

VISION

To be Africa's leading creative media and technology training provider offering quality and effective training to organizations.

OUR VALUE PROPOSITION

Our flexibility and responsiveness are based on the following valued behaviours:



GLOBAL

Our community includes students, staff and teachers from across the world. The curriculum in each course is developed in partnership with leading global curriculum designers and many members of our faculty are alumni of leading international academic institutions.



PRACTICAL

From the outset, students have hands-on access to the latest equipment, including sound studios and computer labs and are taught by industry practitioners.



DIGITAL

In addition to world-class facilities, ADMI has integrated cutting-edge e-learning tools, including a standardized curriculum supplemented by high-touch trainers.



VALUE-DRIVEN

While ADMI values diversity and creative expression, we also enforce discipline and model ethical behaviour. Emphasis is placed on professionalism, diligence, engagement, courtesy, ethics and compassion.



TRANSFORMATIONAL

ADMI immerses students in an intense experience to impart new thinking that leads to high performance, providing each student motivation and a platform to reach their personal and professional goals.





ACCREDITATIONS

1

TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING AUTHORITY (TVETA)

ADMI is a TVETA approved training institute having fulfilled all the requirements required by the Government of Kenya to offer higher education training.

2

REGISTERED TRAINERS WITH NATIONAL INDUSTRIAL TRAINING AUTHORITY (NITA)

ADMI has been duly accredited by NITA to provide training relevant to the industry. NITA is a state corporation established under the Industrial Training (Amendment) Act of 2011. Its mandate is to promote the highest standards in the quality and efficiency of Industrial Training in Kenya and ensure an adequate supply of properly trained manpower at all levels in the industry.

3

COMPETENCY-BASED ASSESSORS (CBA) BY TVET CDACC

To provide quality assurance and guarantee recognition of its academic certificates both locally and abroad, ADMI has partnered with TVET CDACC for curriculum development, examination and certification. The Technical and Vocational Education and Training Curriculum Development, Assessment and Certification Council (TVET CDACC) is mandated to oversee examination, assessment and competence certification for the Technical and Vocational training institutions in Kenya.

4

PEARSON QUALITY ASSURED

ADMI programs have been certified by Pearson, a British-owned education publishing and assessment service to schools and corporations.

5

JAMES

ADMI is proud to be associated with the Joint Audio Media Education Support (JAMES). Made up of dedicated audio industry professionals and academics, JAMES creates and maintains supportive links between the education sector and the media industry. Its music and media industry professionals bring specialist knowledge and experience to The JAMES Course Accreditation Scheme. They offer career advice and specialist support for universities, students and parents.

A photograph of two women of African descent working together at a desk in a modern office. The woman in the foreground is wearing orange-rimmed glasses and is smiling while looking at a computer screen. The woman behind her is also looking at the screen. They are both using mice and keyboards. The background is a large window with a grid pattern, showing a blurred view of the outside world.

CORPORATE ACADEMY TRAINING PROGRAMMES

Our creative media and technology courses are aimed at creatives from all sectors. These courses will develop your skillset and specialist knowledge as well as provide you with excellent opportunities to network with other creatives. We seek to understand your training needs, customize your training to those needs and provide you with practical skills which you can apply with immediate benefit at your workplace. We constantly refine the content and presentation of our courses and aim for maximum interaction between the trainer and trainees.

PHOTOGRAPHY COURSES

INTRODUCTION TO PHOTOGRAPHY/CAMERA OPERATIONS

This course aims to provide learners with background knowledge and understanding of Video Camera, Location Shooting, ENG, Camera Parts and both Outdoor and Indoors Shooting for TV. Learners will familiarize themselves with the roles and responsibilities of a Camera Operator and gain a better understanding of camera operations and TV language when working with others.

STUDIO LIGHT/LIGHT ROOM

This course explores the core techniques needed to take great photos of a variety of subjects through a series of assignments that will stress the integration of photography and design. Learners will be able to manipulate photo media images within a digital environment using various types of portraiture lighting.

COMPOSITION & DESIGN

This course is tailored for any beginner in photography. The course focuses on all the aspects of photography composition that will take your pictures from basic to extraordinary. Learners will be exposed to both indoor, studio and outdoor photo sessions using a variety of industry standard cameras and accessories. Learners will learn specific techniques such as, the exposure triangle, rule of thirds, basic shots, posture, framing, composition and use of negative space.

VISUAL LITERACY & VISUAL STORYTELLING

This course teaches learners to understand and use images in conjunction with a narrative structure, as a basis for communicating ideas. This unit provides learners with the aesthetic and technical aspects of visual storytelling and how to build successful visual narratives using photography.

ADOBE PHOTOSHOP

In this course, learners are introduced to Adobe Photoshop (Ps), one of the most versatile and frequently used software by photographers, graphic designers, and digital artists. Learners will learn to correct, retouch, crop, apply filters, build layered compositions and seamless panoramas using the Ps interface. Throughout the course, learners will use the skills they learn to create magazine covers, event posters, album covers and YouTube thumbnails based on client briefs. With the mentorship from trainers, learners will develop their own artistic style, learn to pitch their designs, present their work, and apply for awards and competitions.



GRAPHIC DESIGN COURSES

The best way to build credibility and brand recognition is through effective visual communication. Through stunning packaging, brand identity, publications and marketing collateral, you can create a powerful impression in the minds of your customers.

ADOBE ILLUSTRATOR

In this course, learners will be introduced to Adobe Illustrator (Ai), one of the most versatile and frequently used software by graphic designers and animators. Learners will learn to use a range of Ai tools (e.g. vector shapes; strokes; colour effects; shape, pen, pencil, and brush tools) and learn how to set up a document, navigate the Ai interface, use text, prepare and import images to live trace, and finally export documents for print and web.

ADOBE INDESIGN - PUBLISHING

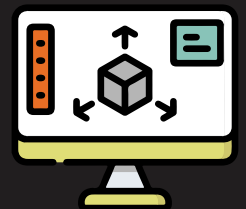
This course explores Adobe InDesign. Learners will learn how to create layouts, format text, insert images, edit images, make links interactive and create master pages using the Adobe InDesign application. Students will learn how to apply this page layout application to create beautiful layouts, documents and publications. By the end of this course, students must create a newsletter and magazine. This course provides an immersive learning experience with each lesson focusing on the practical application of Adobe InDesign.

INTRODUCTION TO 3D MODELLING

This course equips students with the knowledge and skills required to create 3D models & graphics using industry-standard software. Learners will learn how to create basic 3D shapes, using both simple and complex modelling tools such as Chamfer, Bevel, and Extrude. Students will explore smoothing groups, modifiers in 3D max, displacement vs contours, 3D text, graphics modelling, character modelling and environment modelling.

FUNDAMENTALS OF MOTION GRAPHICS

This course aims to introduce the students to the world of After Effects that they may enhance their way of producing content for consumption. In this course, learners will learn how to introduce motion graphics into their work, create new projects, import media, and build compositions and pre-compositions. Through practical exercises, learners will learn about transparency using masks and mattes, working with shape layers, typography and rendering.



TYPOGRAPHY

This course teaches learners to deconstruct the text and experiment with letterforms. They explore the relationship between text and visual images and find ways to combine those for better design layouts. Learners will learn how to create their own font from scratch, using inspiration from Kenya and Africa. By the end of this course, students will learn how to observe typography around them and improve it, and analyze as well as appreciate the way the type interacts with other design elements.

HUMAN-CENTRED DESIGN UI/UX

The aim of this course is to provide learners with the knowledge of user-centred design, user-centred methods in design, graphic design on screens, simulation and prototyping techniques, usability testing methods, interface technologies and user-centred design. The course is organized around a practical project with the iterative design of a graphical user interface to organize information about users into useful summaries with affinity diagrams, to convey user research findings with personas and scenarios and to learn the skill of sketching as a process for user experience design. The learners will be given exposure to wireframing and Prototyping software in the various UI/UX Design tools.

PACKAGING DESIGN

In this course, learners will learn how to design eye-catching designs for their product packaging. They will dive into elements such as typography, colour and texture as well as the technical aspects of packaging design from die-lines to printing requirements. By the end of this course, learners will be able to construct their own packaging through a series of practical exercises.

DESIGN STORYTELLING

In this course, students will be introduced to the art of storytelling in graphic design. Learners will learn the basic structure of a story and be challenged to place themselves as a protagonist in their own story. Learners will learn how to use composition and style to visually communicate a deeper message and make their design more meaningful. They will learn how to use symbolism, conflict and suspense to stimulate emotion in their story and structure their events so as to create a compelling narrative. Finally, learners will learn about 360° marketing and how to place their client as a protagonist in their ad campaign to attract their target audience.

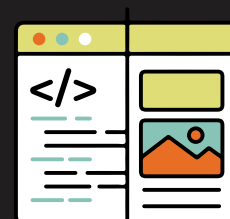
WEB DESIGN (FOR NON-PROGRAMMERS)

The aim of this course is to provide learners with background knowledge and understanding of the web and how to design beautiful, responsive, and intuitive websites with HTML and CSS. Learners will examine the different types of HTML structures and how to use CSS for design and presentation.



Aa

UI.
.UX



ADVANCED MOTION GRAPHICS

The overall aim of this course is to take the learners much further into the world of advanced motion graphics. In this course, learners will advance their knowledge in After Effects. They will be able to create advanced animations by understanding animation graphs, keyframe interpolations, tracking in 3D and 2D space as well as stabilizing shots for tracking. They'll also look at rotoscoping and working with shapes.

DATA VISUALIZATION

From channeling your audience to understanding your data, basic data statistics, defining narratives and storytelling this course will explore the world of data visualization. The course will connect data research methods to design principles such as typography, use of colour, contrast, shapes and Gestalt design principles to create hierarchy and convey meaning. Through projects and assessments, students will learn how to understand data to craft stories, determine the right visual medium and create the tangible from the seemingly intangible. Moving from basic mind maps and word clouds to large scale infographics as well as covering the social impact of data visualization, this course moves through a spectrum of topics to prepare students for engagement in the data visualization world.

GRAPHIC ART

In this course, learners will be introduced to the world of graphic art, digital art and illustration. They will get to review artwork from some of the best digital artists in Africa to break down their style and get insights into their creative process. Learners will learn about the different opportunities available and how to tap into them. They will participate in several class exercises that will help them express themselves, generate unique ideas and develop skills that will enable them to create striking artworks and illustrations. They will be challenged to create artworks and illustrations for themselves and different brands. Finally, learners will also learn how to put their artwork up for sale on various websites, local markets and platforms.

DESIGN FOR SOCIAL IMPACT

This is a practical participation-heavy class that challenges learners to work creatively with a human-centred design mindset to solve real-world problems. Learners will learn about the various Human-Centered Design theories from Stanford School, the D.School and IDEO; and then learn how to apply these methods to create solutions for real-world challenges. Students will eventually zone in on one chosen challenge and create a human-centred solution - going from inspiration stages to implementation which will culminate into a real-world proposal.



BRANDING

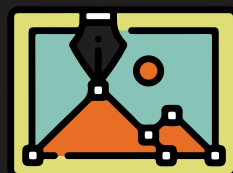
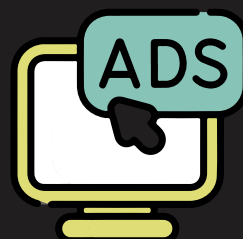
This course will focus on the elements that make up a good visual communication strategy and corporate identity. In this unit, learners will learn how to use branding to distinguish themselves, an organization, or a product. Working with real organizations, learners will learn to use a branding questionnaire and practice the interpersonal skills they will need to engage organizations that are looking to create an original brand or rebrand their products. At the same time, learners will develop the technical and artistic skills needed to build brand assets such as logos, typography, palettes, imagery style, and colour and practice communicating that brand in a professional brand guide. Learners will complete various projects, including a personal brand, an original company brand, and refresh an existing brand, which they can incorporate into their professional portfolio.

ADVANCED PHOTOSHOP

Advanced Photoshop will help learners discover complex tools and techniques in Adobe Photoshop. The course introduces learners to Photoshop workflows and selection techniques. This course is limited to users who already have working knowledge in Adobe Photoshop.

ADVERTISING

This course introduces students to the competencies required to create advertising design including how to write effective advertising copy, design posters, flyers, brochures, billboards, digital banners, vehicle branding, exhibition and display stands.



DIGITAL MARKETING COURSES

Take control of your marketing activities by keeping your team up to date with the latest digital marketing tools and techniques. With a well trained in-house digital marketing team, you can bring costs down, ensure consistent brand messaging and improve customer experience.

INTRODUCTION TO DIGITAL MARKETING

The main aim of this course is to enable learners to develop clear and actionable business objectives for a digital marketing plan, gain audience and industry insight and learn how to harness the power of digital marketing as a core driver of the marketing strategy for a company. Learners will cover aspects such as digital marketing channels & platforms, the opportunity of digital marketing, characteristics of digital marketing, aligning the internet with business objectives, among others.

CONTENT MARKETING

This course introduces learners to content marketing concepts and helps them develop the skills required to execute a successful content marketing plan. Learners will gain skills such as identifying unique propositions; forming a core message and secondary messages; setting up an RSS feed; using google for ideas; performing keyword searches to generate ideas; generating ideas by newsjacking; building a brand; using professional profile photos and how to manage clients.

SEARCH ENGINE OPTIMIZATION (SEO)

This module will enable students to build an organic search marketing strategy and leverage key techniques to improve a website's organic ranking on search engine results pages (SERPs). They will learn the mechanics of search, on-page optimization, the SEO process, customer insights, analysis and review, keyword research & selection, content updates and layout, meta tags, inbound links and link building.

SOCIAL MEDIA MARKETING

This course aims to help learners explore how to implement social media to build and sustain relationships with customers. They will learn different features on Meta, Google My Business, YouTube, Twitter, LinkedIn, Snapchat and TikTok. Learners will learn how to set goals and key performance indicators, measure performance and analyse their data. By the end of this course, students will gain skills in social listening and comfortably implement effective social media strategies for their business.



Lectures will cover the key concepts and terminology used within the field of PPC and will equip you with the technical understanding and skills to build and maintain an effective PPC strategy such as Google PPC; research tools; search campaign process, keyword bidding and selection, ad and landing page copy, targeting, campaign management, conversion tracking and conversion metrics.

EMAIL MARKETING

This module covers industry best practices for creating and delivering effective email marketing campaigns including subscriber management, email design, delivery and reporting, tools and strategy, campaign process optimization, online data capture, offline data capture, segmentation, email design, user behaviour, user characteristics, email copy, email structure, email delivery, host mailing, email systems, filtering and split testing.

DIGITAL DISPLAY ADVERTISING

This course aims to equip learners with the skills and knowledge necessary to implement and manage effective digital display campaigns. Learners will develop a comprehensive understanding of the creation and deployment of digital display advertising, learn about the wide range of ad display formats and how to select the most appropriate ad format for their campaign target audience.

MOBILE MARKETING

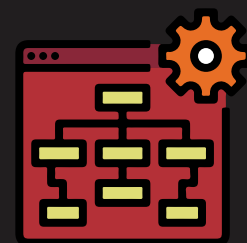
This module provides learners with the skills to utilize the power of mobile technologies as a way to access increasingly mobile consumers. Learners will gain knowledge of the strategies in mobile marketing including SMS strategy, mobile advertising, mobile optimised websites, mobile apps, attributes of effective apps, dmi 6 steps process for mobile apps, proximity marketing, Bluetooth, QR codes, mobile coupons & ticketing.

DIGITAL ANALYTICS

The aim of this module is to help learners fully measure, monitor and optimize their digital marketing activities. Learners will cover concepts such as web analytics fundamentals; Google Analytics Setup; Views with filters; Analytics Code; Analytics Profiles; Configuration & Funnels; Google Analytics layout; Navigating Google Analytics, Campaign and Conversion Tracking; measuring Custom Campaigns, Tracking campaigns with the URL Builder, measuring Google Ads campaigns, etc.

DIGITAL STRATEGY & PLANNING

The aim of this module is to provide learners with the skills to create a formal digital marketing plan for their organization that allows them to implement a successful and effective digital marketing strategy including planning, situation analysis, information gathering, target audience, setting objectives and appropriate tools.



VIDEO PRODUCTION COURSES

Online audiences are watching video content more than they have in the past. But production companies do not come cheap. Save on business costs and increase turnaround by training your team to ideate, shoot, edit and produce video content.

PRODUCING FOR VIDEO

The purpose of this course is to develop a broad range of skills integral to video production processes and techniques. Learners will learn the role of a producer, how to break down a script into a budget, fund a film, hire crew, negotiate contracts and distribute their films. They will also polish up on their communication skills and explore how to publicise and submit their productions in film festivals.

SOUND RECORDING FOR VIDEO

This course specifies the competencies required to apply sound recording. It involves determining sound recording equipment, different microphones and their polar patterns, designing unique sounds, film sound basics, recording audio, adobe audition software and demonstrating sound design.

SCRIPTWRITING FOR VIDEO

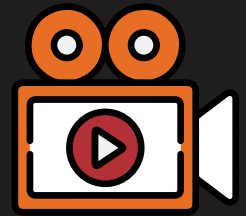
The purpose of the course is to learn about film and television screenplay structure, analyze dramatic strategies in video production, learn and apply correct script form, develop ideas into scripts, develop characters, write dialogue, and creatively engage in the various stages of original scriptwriting.

EDITING FOR VIDEO (ADOBE PREMIERE PRO)

This course is designed to teach learners how to successfully use Premiere Pro to edit videos, including movies, whether they have used the program before or not. Both the beginner and seasoned user can benefit from this course, starting with the basics of the program including navigation and continuing on to more advanced features.

DIRECTING FOR VIDEO

This course teaches learners how to apply different techniques to create an aesthetic that serves the story and artistic intent. Learners will learn the fundamental principles and techniques critical for directing various film genres including the tools of a director, directing techniques and shooting procedures.



ADMI CORPORATE ACADEMY TRAINING MODES

ADMI offers considerable flexibility as far as training modes are concerned and these include:

- Scheduled training
- Corporate exclusive training
- Off-Site training
- Private training



1

SCHEDULED TRAINING (MONTHLY)

Participants select pre-set times and start dates. Scheduled training provides participants with the opportunity to network with other participants from different organizations and share useful experiences. This training allows for up to 20 participants.

2

EXCLUSIVE CORPORATE TRAINING

This training is specific to your training objectives and requirements. Training may be held at the institute or at the client's premises. The course duration, times and dates are flexible depending on your training needs. This training allows for a minimum of 10 and a maximum of 15 participants.

3

OFF-SITE TRAINING

ADMI is available to offer training to clients in Kenya and beyond. We conduct training at the client's premises in two ways:

- The Institute provides a tutor and uses the client's equipment
- The Institute provides the trainer and the equipment (at an extra agreed cost)

4

PRIVATE TRAINING

Private training is tailor-made for senior management and busy professionals working within tight schedules. The Institute provides private training rooms for a maximum of 2 participants at a time and professionals may choose a time that suits their availability. Private training may be conducted at the Institute or at the client's premises.

CORPORATE CLIENT BASE

With over 10 years of experience in training creatives from over 30 countries in the world, ADMI has become the preferred training services provider for many companies in the areas covered above. Our corporate customer base spreads across different sectors as shown below:



DONORS AND PARTNERS

We are thankful to our donors and partners who continue to provide an enabling environment for Africa's young creative entrepreneurs:



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH





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