HCT
2.0

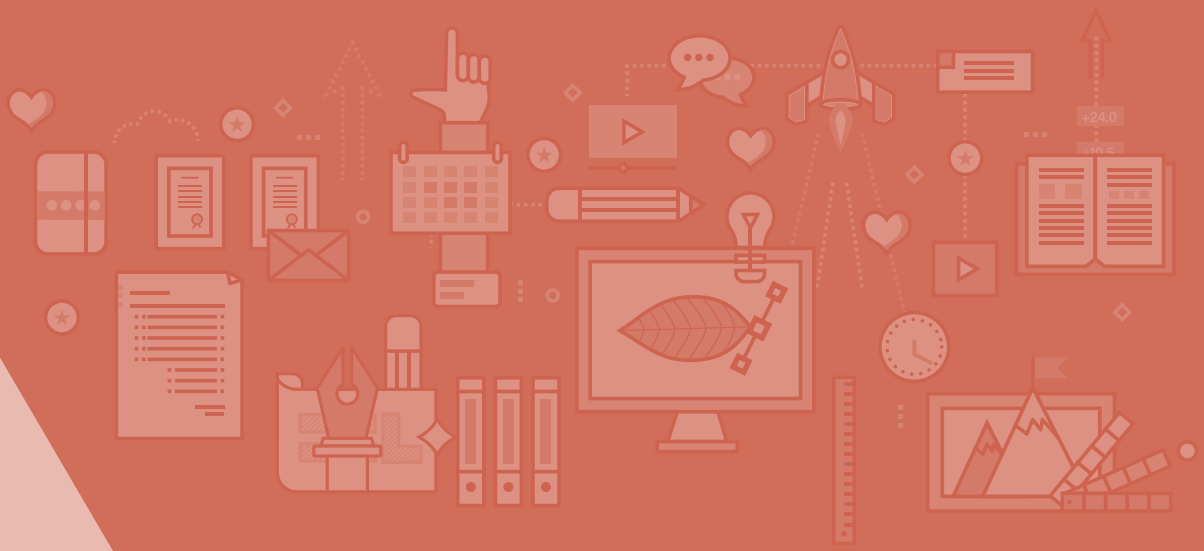
كلّيـــات التقنيـــة العليـــا
HIGHER COLLEGES OF TECHNOLOGY

HCT-APPLIED MEDIA PROGRAM OFFERINGS

2018 - 2019

HCT APPLIED MEDIA PROGRAMS

1. VIDEO PRODUCTION
2. CORPORATE & MEDIA COMMUNICATION
3. GRAPHIC DESIGN



ABOUT HCT

كلّيـــات التقنيـــة العليـــا
HIGHER COLLEGES OF TECHNOLOGY

HISTORY

Founded in 1988 with four campuses, the Higher Colleges of Technology (HCT) has grown to be the UAE's largest applied higher educational institution, gaining a well-respected reputation for innovative and job-focused experiential learning.

Approximately 23,000 students attend 16 modern, technology-oriented men's and women's campuses in the cities of Abu Dhabi, Al Ain, Dubai, Fujairah, Madinat Zayed, Ras Al Khaimah, Ruwais and Sharjah. HCT offers a wide range of programs in the academic fields of Applied Media, Business, Computer Information Science, Education, Engineering Technology & Science, General Academic Requirements and Health Sciences.

These programs are all relevant to the UAE's fast growing economy and are designed in consultation with business and industry leaders to ensure that HCT students' skills are job-relevant and to the highest standards. The courses taught at the HCT campuses are a hybrid blend of innovative, academic studies and work-relevant programs, ensuring that HCT graduates have the necessary 21st century skills to make positive and lasting contributions to UAE society. All HCT programs are constantly monitored to ensure they are at the cutting-edge of industry standards and technological change.

VISION

The Higher Colleges of Technology is the leading applied higher education institution in empowering generations to contribute to the shaping of the future of the UAE.

MISSION

Provide applied higher education to equip generations with knowledge, skills and competencies that meet international standards and the future needs of the UAE industry and society.

VALUES

Creativity & Innovation | Accountability | Integrity | Excellence | Respect | Community Spirit | Service to Society

Program Duration:

Bachelor: 4 Academic years

Higher Diploma: 3 Academic years

VIDEO PRODUCTION

WHY CHOOSE HCT'S VIDEO PRODUCTION PROGRAM?

The Bachelor of Applied Media programs provide students with the skills, knowledge and competencies needed to meet the challenges of rapidly evolving media communications sector. Students' transition from college to employment is enhanced through a well-structured, work-based study program. Graduates apply creative and critical thinking skills in rapidly evolving media, design and communications industries in the region.

KEY SKILLS:

- Using visual, technical and critical skills, communicate ideas clearly and professionally about the industry and practice of Video Production
- Produce creative work demonstrating technical, aesthetic, and conceptual understanding of the industry and practice of Video Production
- Learn the professional skills and behaviors necessary to compete in the global marketplace related to Video Production

ABOUT THE PROGRAM:

Learning facilities:
Classes, workshops, well-equipped studios and labs using state-of-the-art equipment

Requirements:
Minimum 132 credits
Applied Media 4000 Elective: 6 credits
Concentration Courses: 21 credits
General Studies: 33 credits

Job opportunities:
Media production, public relations, corporate communication, and visual/graphic design

Average salary upon graduation:
20–30K AED

Program Duration:

Bachelor: 4 Academic years

Higher Diploma: 3 Academic years

CORPORATE COMMUNICATION

WHY CHOOSE HCT'S CORPORATE COMMUNICATIONS PROGRAM?

The Bachelor of Applied Media programs provide students with the skills, knowledge and competencies needed to meet the challenges of rapidly evolving media communications sector. Students' transition from college to employment is enhanced through a well-structured, work-based study program. Graduates apply creative and critical thinking skills in rapidly evolving media, design and communications industries in the region.

KEY SKILLS:

- Using visual, technical and critical skills, communicate ideas clearly and professionally about the industry and practice of Corporate Communications
- Produce creative work demonstrating technical, aesthetic, and conceptual understanding of the industry and practice of Corporate Communications
- Learn the professional skills and behaviors necessary to compete in the global marketplace related to Corporate Communications

ABOUT THE PROGRAM:

Learning facilities:
Classes, workshops, well-equipped studios and labs using state-of-the-art equipment

Requirements:
Minimum 132 credits
Applied Media 4000 Elective: 6 credits
Concentration Courses: 21 credits
General Studies: 33 credits

Job opportunities:
Media production, public relations, corporate communication, and visual/graphic design

Average salary upon graduation:
20 – 30K AED

Program Duration:

Bachelor: 4 Academic years

Higher Diploma: 3 Academic years

GRAPHIC DESIGN

WHY CHOOSE HCT'S GRAPHIC DESIGN PROGRAM?

The Bachelor of Applied Media programs provide students with the skills, knowledge and competencies needed to meet the challenges of rapidly evolving media communications sector. Students' transition from college to employment is enhanced through a well-structured, work-based study program. Graduates apply creative and critical thinking skills in rapidly evolving media, design and communications industries in the region.

KEY SKILLS:

- Using visual, technical and critical skills, communicate ideas clearly and professionally about the industry and practice of Graphic Design
- Produce creative work demonstrating technical, aesthetic, and conceptual understanding of the industry and practice of Graphic Design
- Learn the professional skills and behaviors necessary to compete in the global marketplace related to Graphic Design

ABOUT THE PROGRAM:

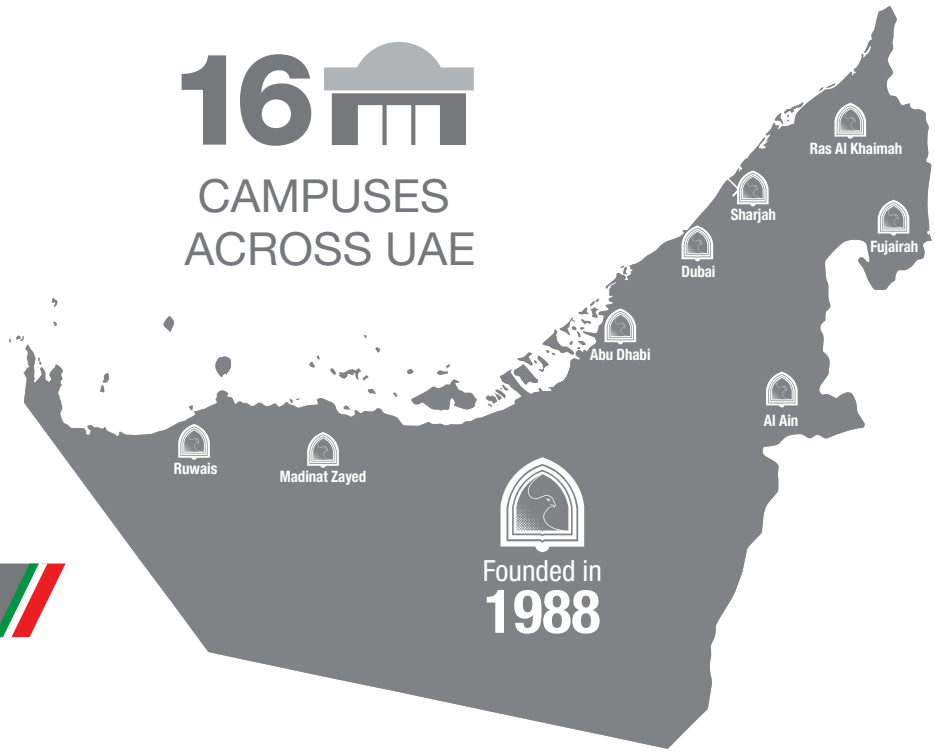
Learning facilities:
Classes, workshops, well-equipped studios and labs using state-of-the-art equipment

Requirements:
Minimum 132 credits
Applied Media 4000 Elective: 6 credits
Concentration Courses: 21 credits
General Studies: 33 credits

Job opportunities:
Media production, public relations, corporate communication, and visual/graphic design

Average salary upon graduation:
20 – 30K AED

16 CAMPUSES ACROSS UAE



For more information contact one of the College admissions offices or:

Central Academic & Student Services Office
Registrar
Central Services
PO Box 25026 Abu Dhabi, UAE

Tel: +971 2 206 6666
Fax: +971 2 681 5833
Email: HCT.admission@hct.ac.ae, myHCTSupport@hct.ac.ae

ACADEMIC PROGRAMME / CONCENTRATIONS	OFFERED CAMPUSES															
APPLIED MEDIA DIVISIONS Bachelor of Applied Media Degree, Concentrations in:	AAM	AAW	ADM	ADW	DBM	DBW	FJM	FJW	MZM	MZW	RKM	RKW	RWM	RWW	SJM	SJW
Corporate Communication			☑			☑										
Graphic Design				☑		☑		☑								☑
Video Production			☑	☑	☑						☑	☑				☑

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