



AUCDT
ASANSKA UNIVERSITY COLLEGE
OF DESIGN AND TECHNOLOGY

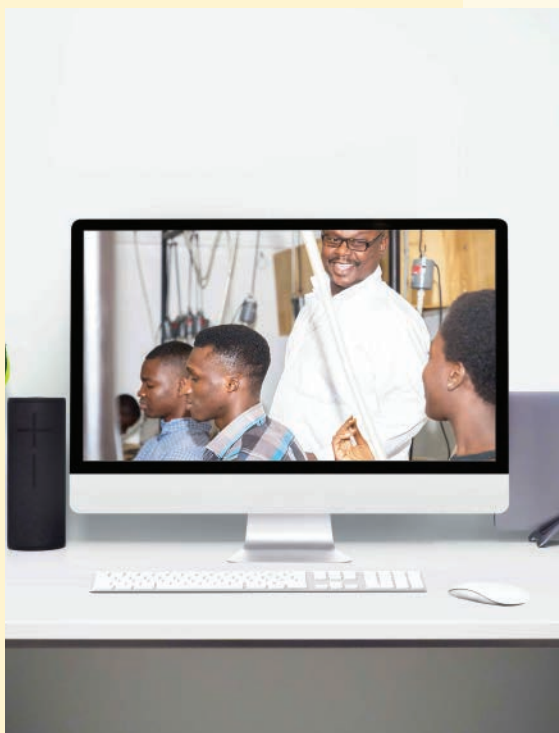
B-TECH
**DIGITAL MEDIA
AND
COMMUNICATION
DESIGN**

4 Years

Academic Brochure

Gain information about this programme such as Entry Requirements, How to Apply, What you will learn, Available Resources etc.

About Programme



The B-Tech Digital Media & Communication Design programme is a four academic year programme which offers a pathway for students to use fundamental concepts of communication, color theory, typography, and graphic design while demonstrating appropriate levels of research, writing, and design skills.

Learn how to produce portfolio-worthy digital designs, including logos, advertisements, digital marketing campaigns, editorial designs, website designs, digital art, digital photography, and more.

Objectives of the Programme

- 1** The Department will, through education research, improve its competency-based andragogical training to suit cultural context, and the changing nature of work;
- 2** To offer related programmes through system design, strategic intervention and design education that enhance performance and productivity across the entire spectrum of the Visual Communication industry
- 3** To ensure that thorough-leaders in Visual Communication emerge from with the ranks of graduates of the Department of Digital Media and Communication Design.



What to expect?

Your studies will combine theory and practice, exploring cultural, historical, technical, and ecological issues related to the field of visual design. This knowledge, combined with your hands-on studio courses, will equip you to develop an engaging communication design practice.

You'll have the opportunity to enhance your studies by undertaking student internship. Upon graduation, you'll have a strong body of original work and the skills you need to launch your design career.

Course Curriculum

Year One - Semester One

No.	Course Code	Course Title	Credit Hours
1.	DMCD 111	Introduction to Digital Media	3
2.	DMCD 112	Basic Design	3
3.	DMCD 113	Introduction to Communication Design	3
4.	DMCD 114	Introduction to Computer Applications	3
5.	ACDT 114	Basic Drawing	3
6.	ACDT 115	Introduction to African Art & Culture	3
7.	ACDT 116	Communication and Study Skills I	3

Year One - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	DMCD 121	Basic Programming	3
2.	DMCD 122	Idea Development Techniques	3
3.	DMCD 123	Basic Rendering Techniques	3
4.	DMCD 124	Design History	3
5.	ACDT 124	Typography	3
6.	ACDT 125	Image Manipulation	3
7.	ACDT 126	Communication and Study Skills II	3

Year Two - Semester One

No.	Course Code	Course Title	Credit Hours
1.	DMCD 231	Logos, Symbols & Trademarks	3
2.	DMCD 232	Print Design	3
3.	DMCD 233	Advanced Typography	3
4.	DMCD 234	Photography	3
5.	DMCD 235	Print Production	3
6.	DMCD 236	Design Seminar	3
7.	ACDT 231	Introduction to Entrepreneurship	3

Year Two - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	DMCD 241	Brand & Identity Systems	3
2.	DMCD 242	Advanced Print Design	3
3.	DMCD 243	Web Design	3
4.	DMCD 244	Advanced Photography	3
5.	DMCD 245	Advanced Print Production	3

Year Three - Semester One

No.	Course Code	Course Title	Credit Hours
1.	DMCD 351	First Practical Training & Internship	3
2.	DMCD 352	Book & Magazine Design	3
3.	DMCD 353	Advertising Design	3
4.	DMCD 354	Online Media Technology	3
5.	DMCD 355	Animation	3
6.	ACDT 351	Business Management and Sustenance	3

Year Three - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	DMCD 361	Copywriting	3
2.	DMCD 362	Advanced Advertising Design	3
3.	DMCD 363	Video Production	3
4.	DMCD 114	Advanced Animation	3
5.	ACDT 361	Research Methods	3
Elective Course Option			
1.	DMCD 365	Sound Production	3
2.	DMCD 366	Motion Graphics	3

Year Four - Semester One

No.	Course Code	Course Title	Credit Hours
1.	DMCD 471	Second Practical Training & Internship	3
2.	DMCD 472	Project & Report Writing I	3
3.	DMCD 473	Professional Portfolio Development I	3
Elective Course Option			
1.	DMCD 474	Contracts & Copyright	3
2.	ACDT 471	Accounting & Finance for Entrepreneurs	3

Year Four - Semester Two

No.	Course Code	Course Title	Credit Hours
1.	DMCD 481	Project & Report Writing II	3
2.	DMCD 482	Professional Portfolio Development II	3
Elective Course Option			
1.	DMCD 483	Ethics and Career Planning	3
2.	DMCD 484	Taxes and Regulations	3

Entry Requirements

CREATIVITY

SSSCE Candidates Credit Passes (A-D) in six (6) subjects comprising three core subjects, including English Language and Mathematics, plus three (3) relevant elective subjects.

WASSCE Candidates Credit Passes (A1-C6) in six (6) subjects comprising three core subjects, including English Language and Mathematics, plus three (3) relevant elective subjects.

GCE Advanced Level Candidates Passes in three (3) subjects (at least, one of the passes should be Grade D or better). Also, the applicant must have had credit passes (Grade 6) in five GCE Ordinary Level subjects including English Language, Mathematics and a Science subject (for non-science students) and an Arts subject (for Science students).

Mature Students' Entry

Mature students entry avenues to tertiary education provide opportunities for people who could not do so earlier in their lives to further their education at the tertiary level after some years in the workplace. An applicant must be at least 25 years old, and show proof age with legitimate documentary. Check our website for more details.

Foreign Students

Mature students entry avenues to tertiary education provide opportunities for people who could not do so earlier in their lives to further their education at the tertiary level after some years in the workplace. An applicant must be at least 25 years old, and show proof age with legitimate documentary. Check our website for more details.

INCOMING FRESHMAN

Thank you for choosing to Apply to AsanSka University College of Design and Technology and welcome to your application journey. Here you will find a step-by-step guide to applying and what happens after you make an application. If you have any further question, please contact our Admission Team who will be happy to help you. We looking forward to receiving your application.

1 Admissions will be open for each Academic Year and applying to this programme is free. It is also important that you check that, your qualifications are accepted and your grades meet the entry requirements.

2 Fill and Submit the application form by using our online portal. You will be notified by email within 48 hours when an application is successfully submitted.

3 Each application will be reviewed by the admissions team to select qualified applicants. This involves a review of the application form, verification of additional documents and interviews. Successful applicants shall be notified about their admission status when all requirements have been met.



HOW TO APPLY!

FOLLOW THESE STEPS TO JOIN
OUR COMMUNITY OF CREATIVE THINKERS

4 You will receive offer package in your mail with detailed information:

- a. Offer of Admission Letter
- b. Fee Structure

Successful applicants would be required to submit a response letter by the date stated on the form.

What to expect?



DRAWING



SHIRT PRINTING



LOGO DESIGN



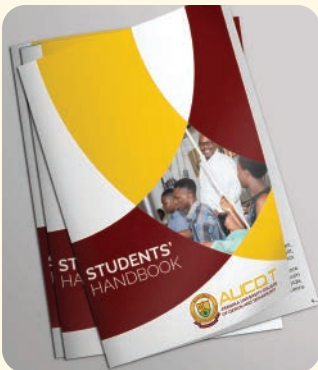
VIDEOGRAPHY



PHOTOGRAPHY



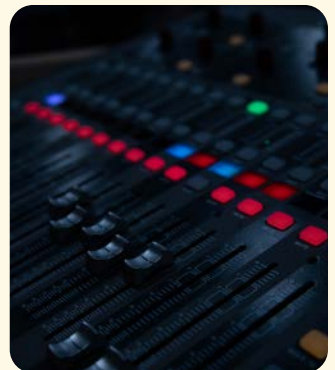
GRAPHIC DESIGN



BOOKS & MAGAZINES



DIGITAL MEDIA



AUDIO RECORDING

NB: VISIT OUR WEBSITE FOR MORE INFORMATION



AUCDT CONNECT

**AsanSka University
College of Design and
Technology**

Location: Oyibi

Opposite Valleyview University
Off the Adenta-Dodowa Road
Accra Ghana

+233 54 012 4400

+233 54 012 4488

Email: info@aucdt.edu.gh
admissions@aucdt.edu.gh