BACHELOR OF COMMUNICATION AND INFORMATION STUDIES

The Mohammed Bin Rashid School for Communication at AUD
Preparing practitioners and scholars to work in twenty-first century media.

MESSAGE FROM THE DEAN

The School is oriented to fill the gaps that have historically marred the teaching of media in the Arab world. It strives to graduate students who integrate immediately and instinctively into the working environment of a wide range of Arab media institutions. For that purpose, we have set up programs to teach top-ranking students not only professional skills, but also to infuse their practical knowledge with civic values.

We, at the MBRSC, believe that all those who work in the field of communications are story tellers and that we are in the story-telling business. We believe in the need to train our students in how to be able to tell their own stories in the best way possible using the techniques of journalism and television, radio, cinema, online, games, and mobile media. We also believe that writing rests at the heart of story-telling. It is through the proper use of simple, yet rich diction that students will be able to translate their original thoughts, ideas, and their trials and tribulations into stories. That is why the program's Arabic track places a significant emphasis on the students' proficiency in the Arabic language, while the English track focuses on the English language.

Through inspiration, motivation and a superbly-enjoyable environment, our scholars integrate liberal and professional teaching methods to provide knowledge to our students, while at the same time helping them acquire wisdom and insight, love of truth and beauty, moral discernment, understanding of self, and respect for and appreciation of others.

Ali M. Jaber, M.S.
Dean, Mohammed Bin Rashid School for Communication (MBRSC)

The Mohammed Bin Rashid School for Communication

Quality was on the mind of H.H. Sheikh Mohammed Bin Rashid Al Maktoum when he commissioned the establishment of the School of Communication within the American University in Dubai. Top quality in teaching, top students and the top curricula were the targets he set. The challenge that was placed on our shoulders was, therefore, tremendous, but with devotion, hard work and uncompromising love of the profession we have been shouldering the responsibility.

The MBRSC, with valuable help from the experts at the University of Southern California, has become the beacon of communications studies in our region.

WHY?

Why Communication and Information Studies at AUD?

The Mohammed Bin Rashid School for Communication at the American University in Dubai offers an American-based curriculum with an Arabic track option in addition to the English track.

We have attracted some of the best minds to teach at the school. Our professors expose students to all aspects of media and its relationship with politics, globalization and popular culture. They dwell on the rise of new media, the arts, the nature of the audiences, and communications management.

PROGRAM

About the Program

The MBRSC curriculum is unique, focusing the large majority of its courses on the regional media industry. The School regularly screens local and international films, publishes an online newspaper and invites media professionals such as reporters, presenters, producers, directors and actors to screenwriters, editors to interact with our students.

The program consists of two majors: Digital Production and Storytelling (DPST) and Journalism (JOUR), both which begin at the freshman level with fundamental concepts, theories, and media ethics and culminate in final projects and internships at reputable media firms in the UAE.

Both majors offer an Arabic track option for students to pursue if they choose to do so, allowing them to take all of their writing courses in Arabic. Minors in DPST and JOUR are also possible options for the MBRSC students.

Digital Production and Storytelling

The DPST major aims to train media professionals to produce original and creative content for television and film. The curriculum systematically trains students in the crafts of Digital Production and Storytelling. During their junior and senior years, students are taught Writing, Directing, and Production. These courses combine standard practices with techniques unique to this region, with the aim of responding to the need for professional talents in the rapidly evolving local and regional market. The theoretical and practical aspects of developing documentaries are taught in the senior year. Students learn to use traditional media, new media, blogs, and social networking tools for public service and social welfare.

Journalism

The Journalism major aims to train reporters, presenters, editors, and non-fictional storytellers for TV, newspapers, magazines, internet, and radio in all their formats. Students focus on the essentials of writing non-fiction stories for various media platforms. In their junior and senior years, they elaborate on reporting stories in various contexts and familiarize themselves with the workings of the professional news room. The school focuses on both form and content. Students are introduced to the basics of graphic design to develop an intelligent eye towards the visual presentation of their work, while learning about specific topics engaging the contemporary political arena in the Middle East. In addition, JOUR students join their DPST classmates in learning about the theoretical and practical aspects involved in the critique and production of documentary film and television projects.

WHAT CAN
I DO WHEN
I GRADUATE?

What can I do when I Graduate?

The MBRSC is the place to be for great professional prospect and meaningful and fulfilling careers in the fast-changing, ever-growing media industry. MBRSC alumni hold an immense variety of jobs.

To name a few:

- Producer (TV, Film, Digital)
- Director (TV, Film, Digital)
- TV Host/News Anchor
- Writer/Reporter/Editor (Newspapers, News Websites, TV news)
- Video Editor (TV, Fiction, Documentary, Social Media)
- Social Media and Digital Media Manager / Executive / Strategist / Coordinator
- Cinematographer (Film)
- Blogger (Digital Social Media)
- Social Media Influencer
- Media Relations Manager
- Radio Presenter
- Creative Copywriter (Advertisement, Social Media content)
- Content Executive/Creator (Digital, Social Media)
- Channel Coordinator (TV)

ALUMNI

ALI
ASMAR

"My experience at MBRSC and AUD, inside and outside the classroom, put me on the right track to successfully navigate my career challenges. One way or another, every single step of my career has MBRSC in it."

Senior Production Executive, Shahid

MAHA MOUSA

" MBRSC was a life changing experience and a journey of discovery. I was able to find my purpose and what I want to do for the rest of my life. The professors gave me the tools to be able to create change and continue to do so. I could not have done it without my mentors! MBRSC is home"

Creative Video producer, TikTok

LEEN AL FAISAL

❝ MBRSC is appreciative of every student and looks out for those with great potential. For that reason, it contributed to the person that I am today and I feel very proud to be an AUD alumna. With the help of the MBRSC and the MEST [Middle Eastern Studies] staff, I learned about the subjects that I want to develop."

Multimedia Producer, The National News

[N] The National

DINA
FAYAD

" MBRSC is my back bone, it is the place where I learned that nothing is impossible, that you can always push your boundaries a little more and get the best out of yourself, professionally and personally."

Presenter/Writer, Asharq News

SHAHAD
BALLAN

" MBRSC changed my life in every possible way. It made me a person who is capable of shaping every single piece in my imagination and turning it into a real life happening event. I am the future's film maker and that is what this school has given me, the ability."

TV Host at MBC Group

mbc
GROUP

CURRENT STUDENTS

"MBRSC helped me become an ambitious storyteller who always seeks excellence and perfection. It gave me the opportunity to learn the art of journalism and to engage myself with professionals who motivate me and support my creativity. Although I am still a student, the skills I am learning at MBRSC gave me what I need to successfully embark in my position as a presenter on MBC3 and a multimedia editor at Zee Entertainment."

Tareq Ghanem
Bachelor in Journalism- Arabic Track

"My experience at MBRSC has taught me more than I had ever expected would be possible. This environment has inspired me to slowly cultivate my artistic drives and the stories I had not always known I wanted to tell. I started my journey hoping to develop the skills that would prepare me for the industry, and in the process, I instead came to discover myself as a filmmaker. I discovered that I too had something of worth to offer. Perhaps my greatest lesson here was to never neglect myself as my most valuable teacher."

Danya El Malik
Bachelor in DPST- English Track

"

Throughout my years at MBRSC, I learned that there is no limit to creativity in filmmaking and the only sin you can make is uninspired content."

Rashid Mohammad
Bachelor in DPST- Arabic Track

MEDIA CHAT SERIES

The Media Chat Series at the MBRSC, hosts distinguished media specialists, renowned producers, journalists and broadcasters.

It is among the important initiatives organized by the School, exposing the students to the knowledge and expertise of media professionals.

STUDENT
CLUB

AUD Departmental Clubs serve as professional organizations that address the special needs and interests of students in specific areas of study. They encourage members to explore their interests and talents and organize major specific activities such as lectures, seminars, professor's lunches, competitions, exhibitions, workshops and field trips. The clubs also serve as a liaison between the student body and faculty of each department.

Cinematopia
Film Club

Cinematopia Club

A place to facilitate students' interests in film and film-making. The club brings together students who are interested in all aspects of film making, as well as offers the AUD Community films of artistic and intellectual value. The club is organized by the MBRSC students. Films are shown weekly and discussed at the end of their screening by students, faculty, and special guests.

MBRSC POST

STUDENT NEWSPAPER – MOHAMMED BIN RASHID SCHOOL OF COMMUNICATION – AMERICAN UNIVERSITY IN DUBAI

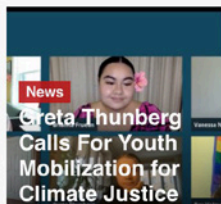**FLASH STORY**   ur Boom of Online Small Businesses in Dubai   Art in Lebanon Reels From Ur

Main Story

News

News
Greta Thunberg Calls For Youth Mobilization for Climate Justice

Culture

3 Dubai Debut

Culture
4 Jameel Arts Center Celebrates a Decade of Creativity by Iraqi Artist Hiwa K.

MBRSC**POST**

The MBRSC Post is an online newspaper in both Arabic and English, produced by students of the Mohammed Bin Rashid School for Communication.

The purpose is to inform and entertain the larger AUD Community and to serve as a public forum for topics of interest to all. The initial focus of the MBRSC Post is on issues related to campus life, the educational experience at AUD, and the local arts, culture and media scenes.

The team is continuously recruiting AUD students who are interested in being part of the newspaper, to share ideas and contributions.

PARTNERS

Association

The School enlisted the expertise of the Annenberg School for Communication and Journalism and the School of Cinematic Arts at the University of Southern California to guide it through the stages of setting up and running a successful school, as well as to identify programs, faculty, administration and staff. They serve as consultants and affiliates.

MBRSC PARTNERS

The Mohammed Bin Rashid School for Communication at AUD is partners with the following institutions:

- Dubai Press Club
- Dubai Media Incorporated
- MBC Group
- du Telecommunications
- CISCO
- UAE National Media Council
- LBC Group

PROGRAM
FEATURES

Program Mission

The Bachelor of Communication and Information Studies program at the American University in Dubai prepares practitioners and scholars to work in twenty-first century media. Graduates will be proficient in areas ranging from ethics and media policy to writing and production skills. They will be committed to providing the public with media content that meets local and regional needs and is global in outlook and standard.

Program Goals

Graduates will:

- Possess sophisticated communication skills, in Arabic and English, including the ability to comprehend and comment upon news coverage, elements of media business, and social responsibility of media;

- Be proficient in storytelling using journalism,television,cinema and new media contexts;

- Understand the theoretical and practical elements of the broad historical, cultural, economic, and technological foundations of mass media;

- Appreciate the significance of ethical standards and behavior on the part of all institutions and individuals involved with mass media, including the public's responsibility to understand the role of media and to wisely gather and disseminate information through the media;

- Relate media theory and practice to fields such as politics, economics, law, business, information science, and the liberal arts; and,

- Recognize the role of media as an element of individual and global cultures, with particular emphasis on respect for diversity related to race, gender, religion, ethnicity, and other personal characteristics and orientations.

Program Learning Outcomes

Students graduating from the B.C.I.S. program will be able to:

- Identify and administer various media platforms to communicate with diverse audiences about a wide range of topics;

- Analyze the complexities of information gathering, evaluate the credibility of sources and ensure the highest possible reliability of information provided to the public;

- Demonstrate proficiency in production aesthetics, particularly in using digital media platforms, to provide various forms of media content to the public;

- Determine and analyze elements of communication theory, including the societal responsibilities and professional practices of news, entertainment, and other media industries;

- Identify various facets of issues, think independently and critically, and make informed judgments;

- Determine the importance of media independence while recognizing legal and ethical principles that govern media practices;

- Appreciate the value of lifelong learning about the constantly changing practices and influence of the mass media, and the importance of being able to innovate within the evolving world of media; and,

- Recognize the importance of being able to interact with fellow media professionals and the larger public in ways that reflect sensitivity to diverse interests.

CURRICULUM

Course Sequencing

All candidates for the B.C.I.S. in Digital Production and Storytelling degree, English track, should adhere to the following course sequencing:

DPST

	Fall	Spring
Year I	ARAB ELE (Arabic Elective)	BUSI 101 (Introduction to Business)
	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)
	COMM 105 (Drama and Non-Fiction TV Formats Analysis)	COMM 106 (The Language of Film)
	COMP 101 (IT and Innovation in Today's World)	ENGL 102 (Advanced Composition and Research)
	ENGL 101 (Composition and Rhetoric)	MATH 101 (Mathematics for the Arts) or MATH 200 (Calculus for Business)
	UNIV 100 (The University Experience)	
Year II	COMM 201 (Media Economics and Research)	COMM 202 (Ethical and Legal Responsibilities in the Mass Media)
	COMM 223 (Screenwriting Fundamentals)	COMM 232 (Cinematography)
	COMM 230 (Video Editing and Sound Design	COMM 241 (Introduction to Production)
	ENGL 103 (Introduction to Literature)	ENGL 210 (Creative Writing)
	PSPK 101 (Public Speaking)	SSCI ELE (Social Sciences Elective)
	SCIE ELE (Science Elective)	WLDC 201 (World Cultures I: Cultural Encounters and Historical Transformation) or WLDC 202 (World Cultures II: Culture and Innovation in a Globalized World)
Year III	ARTS 200 (History of Art I)	DPST 302 (Media and Public Service)
	DPST 340 (Intermediate Production)	DPST 323 (Screenwriting and Producing for TV and the Web)
	DPST 361 (Online Communities)	MEST ELE (Middle Eastern Studies Elective)
	GEN ELE (General Elective)	SBA ELE (School of Business Administration Elective)
	ISST ELE (Islamic Cultural Studies Elective)	Language & Literature
Year IV	GEN ELE (General Elective)	GEN ELE (General Elective)
	DPST 422 (Capstone Storytelling)	DPST 444 (Capstone Production)
	DPST 441 (The Documentary)	DPST 461 (Internship)
	GEN ELE (General Elective [300 level or above])	GEN ELE (General Elective)
	MEST ELE (Middle Eastern Studies Elective)	GEN ELE (General Elective [300 level or above])

Course sequencing

All candidates for the B.C.I.S. in Digital Production and Storytelling degree, Arabic track, should adhere to the following course sequencing:

DPST

	Fall	Spring
Year I	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)
	COMM 105 (Drama and Non-Fiction TV Formats Analysis)	COMM 106 (The Language of Film)
	COMP 101 (IT and Innovation in Today's World)	ENGL 102 (Advanced Composition and Research)
	ENGL 101 (Composition and Rhetoric)	MATH 101 (Mathematics for the Arts) or MATH 200 (Calculus for Business)
	MEST 301 (Arabic Proficiency I)	MEST 302 (Arabic Proficiency II)
	UNIV 100 (The University Experience)	
Year II	COMM 201 (Media Economics and Research)	COMM 202 (Ethical Responsibilities in the Mass Media)
	COMM 223 (Screenwriting Fundamentals)	COMM 232 (Cinematography)
	COMM 230 (Video Editing and Sound Design)	COMM 241 (Introduction to Production)
	ENGL 103 (Introduction to Literature)	BUSI 101 (Introduction to Business)
	MEST 317* (Arabic Literature in Translation)	SSCI ELE (Social Sciences Elective)
	PSPK 101 (Public Speaking)	WLDC 201 (World Cultures I: Cultural Encounters and Historical Transformation) or WLDC 202 (World Cultures II: Culture and Innovation in a Globalized World)
Year III	ARTS 200 (History of Art I)	DPST 302 (Media and Public Service)
	DPST 340 (Intermediate Production)	DPST 323 (Screenwriting and Producing for TV and the Web)
	DPST 361 (Online Communities)	MEST ELE (Middle Eastern Studies Elective)
	GEN ELE (General Elective)	SBA ELE (School of Business Administration Elective)
	ISST ELE (Islamic Cultural Studies Elective)	SCIE ELE (Science Elective)
Year IV	MEST ELE (Middle Eastern Studies Elective)	GEN ELE (General Elective)
	GEN ELE (General Elective)	DPST 444 (Capstone Production)
	DPST 422 (Capstone Storytelling)	DPST 461 (Internship)
	DPST 441 (The Documentary)	GEN ELE (General Elective)
	GEN ELE (General Elective [300 level or above])	GEN ELE (General Elective [300 level or above])

* Fulfills Arts and Sciences Core Arabic requirement

Course sequencing

All candidates for the B.C.I.S. in Journalism degree, English track, should adhere to the following course sequencing:

Journalism

	Fall	Spring
Year I	ARAB ELE (Arabic Elective)	BUSI 101 (Introduction to Business)
	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)
	COMP 101 (IT and Innovation in Today's World)	COMM 104 (Introduction to Non-Fiction TV Formats)
	ENGL 101 (Composition and Research)	ENGL 102 (Advanced Composition and Research)
	GEN ELE (General Elective)	MATH 101 (Mathematics for the Arts) or MATH 200 (Calculus for Business)
	UNIV 100 (The University Experience)	
Year II	COMM 201 (Media Economics and Research)	ARTS 200 (History of Art I)
	COMM 221 (Media Writing Skills)	COMM 202 (Ethical and Legal Responsibilities in the Mass Media)
	COMM 243 (Introduction to Production for Journalism)	COMM 222 (Multiplatform Storytelling)
	ENGL 103 (Introduction to Literature)	ENGL 210 (Creative Writing)
	PSPK 101 (Public Speaking)	SSCI ELE (Social Sciences Elective)
	SCIE ELE (Science Elective)	WLDC 201 (World Cultures I: Cultural Encounters and Historical Transformation) or WLDC 202 (Culture and Innovation in a Globalized World)
Year III	ISST ELE (Islamic Cultural Studies Elective)	MEST ELE (Middle Eastern Studies Elective)
	GEN ELE (General Elective)	JOUR 302 (Newsroom Management and Decision Making)
	JOUR 301 (Visualizing News)	JOUR 322 (Advanced Reporting)
	JOUR 321 (Reporting)	Language & Literature
	JOUR 324 (Broadcast Journalism)	SBA ELE (School of Business Administration Elective)
Year IV	GEN ELE (General Elective 300 level or above)	GEN ELE (General Elective 300 level or above)
	JOUR ELE (Journalism Elective)	GEN ELE (General Elective)
	JOUR 441 (The Documentary)	GEN ELE (General Elective)
	JOUR 461 (Media Politics in the Middle East)	JOUR 462 (Capstone Project)
	MEST ELE (Middle Eastern Studies Elective)	JOUR 463 (Internship)

Course sequencing

All candidates for the B.C.I.S. in Journalism degree, Arabic track, should adhere to the following course sequencing:

Journalism

	Fall	Spring
Year I	BUSI 101 (Introduction to Business)	COMM 103 (Media, Culture and Society)
	COMM 101 (Introduction to Global Media)	COMM 104 (Introduction to Non-Fiction TV Formats)
	COMP 101 (IT and Innovation in Today's World)	ENGL 102 (Advanced Composition and Research)
	ENGL 101 (Composition and Rhetoric)	MATH 101 (Mathematics for the Arts) or MATH 200 (Calculus for Business)
	MEST 301 (Arabic Proficiency I)	MEST 302 (Arabic Proficiency II)
	UNIV 100 (The University Experience)	
Year II	COMM 201 (Media Economics and Research)	ARTS 200 (History of Art I)
	COMM 221 (Media Writing Skills)	COMM 202 (Ethical and Legal Responsibilities in the Mass Media)
	COMM 243 (Introduction to Production for Journalism)	COMM 222 (Multiplatform Storytelling)
	ENGL 103 (Introduction to Literature)	ISST ELE (Islamic Cultural Studies Elective)
	MEST 317* (Arabic Literature in Translation)	SSCI ELE (Social Sciences Elective)
	PSPK 101 (Publics Speaking)	WLDC 201 (World Cultures I: Cultural Encounters and Historical Transformation) or WLDC 202 (Culture and Innovation in a Globalized World)
Year III	GEN ELE (General Elective)	JOUR 302 (Newsroom Management and Decision Making)
	GEN ELE (General Elective)	JOUR 322 (Advanced Reporting)
	JOUR 301 (Visualizing News)	MEST ELE (Middle Eastern Studies Elective)
	JOUR 321 (Reporting)	SBA ELE (School of Business Administration Elective)
	JOUR 324 (Broadcast Journalism)	SCIE ELE (Science Elective)
Year IV	GEN ELE (General Elective [300 level or above])	GEN ELE (General Elective 300 level or above)
	JOUR ELE (Journalism Elective)	GEN ELE (General Elective)
	JOUR 441 (The Documentary)	GEN ELE (General Elective)
	JOUR 461 (Media and Politics in the Middle East)	JOUR 462 (Capstone Project)
	MEST ELE (Middle Eastern Studies Elective)	JOUR 463 (Internship)

* Fulfills Arts and Sciences Core Arabic requirement

BECOME ONE OF US

Admissions Checklist

Please make sure that the following items are included with your application. Your admission will depend on the receipt of all required documents throughout the review of your application.

Official English translations of all supporting educational documents must be submitted. Translations must be literal (i.e., word-for-word).

- A completed online Application for Admission. Official school.

- An official, attested high school/secondary school transcript (academic record) covering the last three years.

- High school Diploma.

- Equivalency letter from the UAE Ministry of Education.

- Official test scores: TOEFL® / Academic IELTS™/ EmSAT and SAT®*.

- Army exemption letter for all UAE nationals.

Specific exemptions apply

Financial Requirements
- Non-refundable application fee of AED 420.

Additional details and the online application are available online: www.aud.edu

MBRSC
SCHOLARSHIP

MBRSC Scholarship

The Mohammed Bin Rashid School for Communication (MBRSC), was established in 2008 with directives given by H.H. Sheikh Mohammed Bin Rashid Al Maktoum to the administration of the university to coordinate with various Dubai-based constituencies to insure the uniqueness of the School.

His Highness funds scholarships bestowed on 75% of the students who meet the rigorous admissions requirements of the School and wish to follow the Arabic track.

Eligibility

In order to be eligible for a Scholarship, a high school student must be an Arab National and applicant to the Arabic track of the B.C.I.S. degree program, majoring in either Digital Production and Storytelling or Journalism. High school applicants should have at least a 90% grade average (or equivalent).

Selection Criteria

High School applicants must be exceptional students with an outstanding high school average; i.e. among the top performers in the class, whether from a private or public school. In addition, applicants must submit a portfolio consisting of samples of their literary/artistic work, along with two qualifying essays in Arabic.

Coverage/Renewal

The Scholarship entitles the recipient to a waiver of tuition for one academic year (two semesters [Fall and Spring]/30 credit hours) until graduation. The Scholarship does not cover either overloads or courses taken in the Summer terms. The student must enroll for two successive semesters and carry a full load of academic credits (12-16) each semester.

Junior and Senior students are required to volunteer 20 hours per semester outside the classroom learning activities specific to the Mohammed Bin Rashid School for Communication.

The renewal of a Scholarship for existing holders will be assessed each year prior to the beginning of the Fall semester and students are expected to maintain a Grade Point Average of 3.0 or above, measured at the end of each academic year. Failure to comply with any of the above may result in the withdrawal of the Scholarship*.

Changes in major (program) may result in student forfeiture of the Scholarship.

Application Process

In order to apply, a new student must fill out an AUD Application for the Mohammed Bin Rashid School for Communication Scholarship within the deadline highlighted on the website. Upon examination of a student's academic status and the submission of updated documents, results will be shared with the applicants once decision is made by the scholarship committee.

ADVISORY BOARD

The MBRSC holds annual meetings with members of its Advisory Board; consisting of prominent professionals, with the main role of advising the School's administration on matters relevant to the Communication and Information Studies program, and assisting the School in formulating and implementing its strategic priorities.

The Board members also play an important role in setting our program standards and providing feedback on our alumni position in the market. Moreover, the Advisory Board is an integral component of the School's linkage to the media community.

The members are:

- **Dr. Mohammed Al Odadi,**
  Assistant to the Chairman and Board Member, MBC Group - representing Sh. Walid Al Ibrahim, Chairman, MBC Group;

- **Mr. Ahmed Al Sayegh,**
  CEO of Dolphin and Chairman of Masdar;

- **Ms. Erin Burnett,**
  CNN Anchor;

- **Dr. Elizabeth M. Daley,**
  Dean, School of Cinematic Arts, USC;

- **Dr. Carol Moufarrej,**
  Former Associate Dean, MBRSC, AUD;

- **Mr. Pierre El Daher,**
  Chairman & CEO, LBCI;

- **Mr. Ghassan Harfouche,**
  Group Chief Executive Officer Middle East, MCN;

- **Ms. Lina Matta,**
  Senior Channel Manager MBC 2, MBC 4, MBC Max, MBC Variety;

- **Dr. Philip Seib,**
  Vice Dean, Annenberg School for Communication and Journalism, USC;

- **Mr. Osman Sultan,**
  CEO, du; and,

- **Mr. Jamal Al Sharif,**
  Chief Officer, Dubai Development Authority.

FACILITIES

The School is situated in one of AUD's main buildings, the Student Center, and provides its students with various facilities/assets to support them in the completion of their audio-visual assignments and projects. The assets make part of several courses like Cinematography, Editing and Sound, and other production courses. Students book MBRSC's assets via an online booking platform.

- A fully equipped, soundproof **TV studio and control room** with three cameras, state-of-the-art lighting, vision and audio mixers, a tele-prompter, a character generator station, a lighting console and a multi-viewer screen in addition to a cyclorama, a blue and a green screen.

- **Full camera kits** including DSLR cameras (Canon 5D Mark IV and Sony A7S) and Sony FS7 among others, prime lenses kits, lighting (LED and Kino Flo), sound equipment (Sennheiser microphones and Zoom recorders) and grip (Manfrotto tripods, Ronin M Gimbal, C-stands, flags, reflectors).

- **Two Mac Computer Labs (total 36 stations)** and **six individual editing suites** that run AvidTM and Adobe PremiereTM editing software.

- **Global Classroom** that serves as a high-technology medium for lectures by the most accomplished media academicians and professionals from around the world.

- **A 36-seat Screening Room** equipped with a high-definition Cristie projector and JBL surround sound system, that serves for world cinema and student films' screenings.

The MBRSC seeks to take advantage of its position in the local and international media hub of Dubai to achieve distinction in scholarship, instruction and facilities that graduate media professionals who are proficient in the creation of media content of local, regional or global relevance. Such content, reflective of the highest ethical standards, embraces a multitude of subjects and platforms and effectively informs and/or entertains diverse consumers of media.

ADMISSIONS AT AUD

The Mission of the Office of Admissions is to admit to AUD's degree programs students who possess appropriate credentials and the demonstrated capacity and potential to successfully complete the educational programs provided by the university and meaningfully participate in the total educational experience offered by AUD.

The Admissions Office consists of a professional team that assists prospective students gain accessibility to opportunities in higher education. The Admissions team is held to a high level of integrity and is charged with providing quality service and accurate information to all students.

AUD OFFICE OF ADMISSIONS
P. O. Box 28282, Dubai, UAE
T. +971 4 399 9000
admissions@aud.edu
www.aud.edu

For specific admissions requirements, please check the AUD Undergraduate Catalog at our website or contact the Admissions Office.

ACCREDITED IN THE UAE & THE USA
AUD is officially licensed by the U.A.E. Ministry of Education – Higher Education Affairs (MOE-HEA) The Ministry has accredited the university's undergraduate and graduate programs, in addition to Certificate programs in Middle Eastern Studies and Professional Teaching.

AUD is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Baccalaureate and Master's degree levels. Questions about the accreditation of AUD may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 USA, by calling +1 (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).