

Training Courses



ANIMATION



AUDIO



DESIGN



FILM



GAMES

ABOUT SAE INSTITUTE & Corporate Training

About SAE Institute

SAE, with 47 campuses in 23 countries, has been setting the global benchmark for creative media education since 1976.

Established in 2005 within the heat of Dubai Knowledge Park, we proudly offer internationally recognized and locally accredited Bachelor Degrees and short courses across 5 disciplines – Animation, Audio, Design, Film and Games.

SAE provides courses to more than 400 students every year leveraging on the industry experienced faculty from each field as well as cutting-edge technology making these skills very lucrative within the growing creative market.

We ensure our aspiring creatives receive an outstanding education, internationally recognized qualifications, and industry-relevant skills.

Corporate training with SAE

Our Media Training Courses can be conducted at the premises in Dubai and we can also arrange visits to any company address in the UAE.

SAE Institute offers a very unique training experience and utilizes tools vastly used in the media field, giving each participant one-to-one coaching sessions along with an unforgettable and worthwhile experience.

We make our programs tailored to each company, offering pre-course plans, briefing and also post course feedback ensuring the return on investment is tangible in form of skills learnt.

Our unique approach and training capabilities has been used by many organizations ranging from the UAE government sectors as well as Retail, Marketing, Broadcast, and Enterprises sectors



Why choose SAE as a preferred training partner:

- Learn from industry practitioners and trainers with vast experience.
- Ideal for working professionals with flexible training schedules.
- KHDA approved and licensed training programs
- High Return of Investment and Less Expensive
- Hands-on learning with industry standard equipment and software.
- Become part of a creative community and network
- Customized learning designed to suit individual needs
- Grow personal and professional development the global pioneer in creative media education





TABLE OF CONTENTS



3	Animation with 3DS Max
5	Digital Illustration
7	Audio Recording
9	Audio Mixing & Editing
11	Audio Production
13	Introduction to DJing
15	Advanced DJ
17	Electronic Music Production
19	Certified Ableton Production
21	Graphic Design
23	Advanced Graphic Design
25	Interior Design
27	Discovering Social Media Marketing
29	Web Design
31	Digital Video Editing
33	Film Production
35	Motion Graphics
37	Photography
39	Photography: From Production to Post
41	Camera & Lighting Bootcamp
43	Filmmaking
45	Games Development



ANIMATION WITH 3DS MAX

What you need to know about this course

This 3DS Max course teaches the fundamental tools required to complete an animated project using industry-standard software. Students will learn Autodesk's powerful integrated 3D modeling, animation and rendering tools.

Upon completion of the course, students will be able to apply basic animation techniques and concepts to create a static 3D image or animated sequence.

Who is it for

- Entry level students looking to pursue a full time study program in Animation
- Media professionals who are interested in extending their current skill set using Autodesk 3Ds Max

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Autodesk 3D Studio Max

Outline

- The 3DS Max interface
- Practical project
- Modeling
- Animation
- Character poly modeling
- Introduction to materials
- Texturing and UV workflow
- Character studio: rigging
- Character studio: animating
- Introduction to lighting
- 3DS Max rendering
- Mental ray and HDRI
- Final project



Animation





DIGITAL ILLUSTRATION

What you need to know about this course

This is an introductory short course to principles of digital illustration in a comic book and animation style. The contents are focused on fine art principles and methods on how to integrate these techniques into a digital workflow.

Who is it for

- Creative individuals who wish to transition from traditional to digital illustration
- Media professionals wanting to develop their technical abilities in a digital format

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Adobe Photoshop

*The medium of instruction for all courses is English

Outline

- Photoshop interface for the digital painter
- Fine-art drawing exercises
- Drawing with a Wacom tablet
- Setting up layer and introduction to two basic drawing styles, gesture and contour
- Finding accurate tones and values
- How to smoothen edges and create textures
- How to adjust Photoshop controls to further enhance your digital painting.
- Still-life painting
- Toning in grayscale
- Measuring techniques for accurate angles
- Environment painting
- Introduction to perspective
- Working with thumbnails to create believable environments
- Penciling characters
- Digital Inking: How to polish your pencils into finished inked linework
- Speed painting
- Introduction to quick tonal studies
- Introduction to color
- Rendering in light and shadow
- Creating character model sheets for comics and animation
- Bringing it all together and final portfolio submissions



Animation



AUDIO

AUDIO RECORDING

What you need to know about this course

The Audio Recording Short Course combines the theoretical, technical and practical skills of recording audio, covering the basic theoretical knowledge, and practical skills required to record a multi-track project.

This includes basic sound theory, microphone techniques, recording workflow, signal processing and signal flow, console operation, and the use of industry-standard software.

Who is it for

- Anyone who wishes to build their foundational skills in audio recording techniques, studio etiquette and fixing the sound from the source
- Individuals wanting to learn on industry standard equipment and the latest software

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Avid Pro Tools

*The medium of instruction for all courses is English

Outline

- Working with microphones
- Preparing for a recording
- Recording techniques and signal flow
- DAW fundamentals





AUDIO

AUDIO MIXING & EDITING

What you need to know about this course

The Audio Mixing Short Course combines the theoretical, technical and practical skills of audio mixing, covering the basic theoretical knowledge, and practical skills required to mix a multi-track project.

This includes EQ and dynamic processing, use of FX, Advanced mixing principles, 3rd party plugin operation and the use of industry-standard software.

Who is it for

- Anyone who wishes to build their foundational skills in audio mixing techniques, editing techniques, DAW Management and fixing the sound from the mix perspective
- Individuals wanting to learn mixing techniques on industry standard software

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Avid Pro Tools

*The medium of instruction for all courses is English

Outline

- Digital audio techniques
- Signal processing
- Mixing techniques and signal flow
- DAW operations





AUDIO

AUDIO PRODUCTION

What you need to know about this course

The Audio Production Bootcamp is an intensive practical course that teaches the fundamentals of recording, mixing and basic software editing. Students will be exposed to industry standard software and equipment for the course.

This course is ideal for individual who would want to understand how to setup and start creating audio assets for their digital content.

Who is it for

- Anyone who wishes to build their foundational in audio production ranging from basic recording, mixing and digital audio editing
- Individuals wanting to learn how to enhance their digital assets with quality audio production

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Avid Pro Tools

*The medium of instruction for all courses is English

Outline

- Working with microphones
- Preparing for a recording
- Recording techniques and signal flow
- DAW fundamentals





INTRODUCTION TO DJ

What you need to know about this course

In cooperation with Pioneer DJ, this course teaches the fundamental skills and techniques required to become a DJ. This includes understanding the decks, understanding audio quality, and music organization.

This course is ideal for students who have never touched DJ equipment before but are hoping to make a profession or enjoy the art of beat matching and mixing.

Who is it for

- Are passionate about DJing
- Want an edge on existing production techniques

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Serato
- Traktor
- Virtual DJ
- MixVibes
- RekordBox
- Engine
- Torq

*The medium of instruction for all courses is English

Outline

- Introduction to equipment setup
- Understanding beats, bars, rhythms & phrasing
- Beat matching
- Analogue mixing techniques
- Digital Mixing techniques



Audio



AUDIO

ADVANCED DJ

What you need to know about this course

In cooperation with Pioneer DJ, this course teaches advanced skills and techniques required to enhance a DJ. This includes understanding industry standard software, understanding the use of FX and levels, and music organisation.

This course is ideal for students who want to improve on already learnt skills or have advanced from the DJ short course.

Who is it for

- Intermediate level DJs who would want to understand software manipulation in DJing
- Want an edge on existing production techniques

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Serato
- Traktor
- Virtual DJ
- MixVibes
- RekordBox
- Engine
- Torq

*The medium of instruction for all courses is English

Outline

- EQ, levels and FX
- Working with Virtual DJ
- Working with Serato Scratch Live/ Ableton Bridge
- Working with Native Instruments Traktor Pro
- Working with Mix Vibes Cross
- Working with Pioneer Rekord Box
- Working with Engine
- Working with Torq
- Producing electronic elements
- Ableton Live with Djing



Audio



ELECTRONIC MUSIC PRODUCTION

What you need to know about this course

The unique Electronic Music Production course provides an opportunity for music enthusiasts to unleash their passion for sound on the best music equipment, training with international industry professionals.

The course is designed to focus students' learning experience as much as possible on the practical use of computer sequencing, MIDI programming, and hard disc recording. Students receive professional training focused on industry standard electronic music applications such as Ableton Live.

Who is it for

- Aspiring electronic music producers
- New comers to electronic music production
- Audio engineers who would like to get an understanding of electronic music

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Ableton Live 11

Outline

- Intro To DAWs (Digital Audio Workstations)
- Basic sound theory
- Equalization
- Dynamics & Effects
- Song structure, analysis & composition
- Intro to MIDI
- Sound Synthesis
- Sampling
- Mixing & mastering techniques





AUDIO

CERTIFIED ABLETON PRODUCTION

What you need to know about this course

This provides an opportunity for music enthusiasts to unleash their passion for sound on the best music equipment, training with international industry professionals.

The course is designed to focus students learning experience as much as possible on the practical use of computer sequencing, MIDI programming, and hard disc recording. Students receive professional training focused on industry standard electronic music applications such as Ableton Live.

Who is it for

- Aspiring electronic music producers
- New comers to electronic music production
- Audio engineers who would like to get an understanding of electronic music

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Ableton Live 11

*The medium of instruction for all courses is English

Outline

- Everything you need to get started with Ableton production
- Learn to create your own rhythms
- Foundational course to get started as a producer
- Learn industry standard software
- Internationally certified course (Official Certified Ableton Trainer)



GRAPHIC DESIGN

What you need to know about this course

This course introduces students to the world of graphic design and visual communication. It will give you an overview of the complete professional production process: from the development of visual concepts, project planning and pitching, to the design implementation in professional graphic software.

The course equips you with professional skills enabling you to create and design your own publications for print.

Who is it for

- All creatives with a passion for visual communication and arts
- Individuals who need to prepare a portfolio for a full time Graphic Design study program
- Entrepreneurs who would like to be able to design graphics for their corporate communication such as logos, business cards or newspaper advertisements

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

*The medium of instruction for all courses is English

Outline

- Design principles
- Typography
- Color theory
- Visual communication
- Professional skills in Adobe Photoshop, Adobe Illustrator and Adobe InDesign
- Pre-press
- Logo Design
- Business cards, letterheads, advertisements, brochures and posters
- Project management





ADVANCED GRAPHIC DESIGN

What you need to know about this course

This course expands the knowledge of students in visual communication by providing the theory and technicalities needed to bridge between the business/marketing strategy and professional standards of design. Students will be introduced to Business and Marketing terminology and tools that will advance their careers as professional graphic designers. The technical aspect of this course will widen the students skill level and mastery of the industry software. Alongside the Marketing tools and advanced software skills, the course will brush on advertising rhetorics and the bases of creating infographics.

Who is it for

- Graphic Designers that wish to expand on their design skills and creative skills
- The course will help students to deliver more relevant artwork to the client brief through the theoretical tips and tools provided by the course; and with more details and faster pace through the technicalities and shortcuts delivered through the technical sessions

Entry Requirements

Students should have previous design experience where they know the tools and have worked with the software previously at a basic level, and possess knowledge of the

design principles, grid layout, rule of third, color theory. Ideally students should have finished SAE's Graphic design short course.

Software Used

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

*The medium of instruction for all courses is English

Outline

- Demonstrate mastery of creative thinking and market relevant ideation
- Indicate the ability to execute high end artwork using Illustrator, Photoshop and InDesign
- Establish an understanding of how an identity can be turned in to a brand



INTERIOR DESIGN

What you need to know about this course

This course is designed for you to discover your potential as an interior designer. The course will be placed on developing your practical skills as we guide you through the design process presented by a professional interior designer.

You will learn 3D thinking, mood boards, sample boards and how to produce scale drawings to plan an interior space. New design theory and techniques will be introduced at relevant points within the course, allowing students to develop basic skills in interior designing.

Who is it for

- Anyone with a passion for interior design and arts, who would like to get a basic introduction to Interior Design
- Individuals who need to prepare a portfolio for a full-time Interior Design study program
- Professionals or entrepreneurs who would like to gain a better understanding of the interior design workflow

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Adobe Illustrator
- Autodesk 3Ds Max

*The medium of instruction for all courses is English

Outline

- Basics of Interior Design
- Technical Drawings for plans and elevations
- Freehand Sketching
- Perspective Drawing
- Coloring Perspectives
- Space Planning
- Lighting Design
- Colors
- Accessories & Styling
- Finishes: while putting together a sample board
- Mood images and concept design: while working on mood boards
- Different Interior Design styles



Design



Discovering SOCIAL MEDIA MARKETING

What you need to know about this course

This course is a practical approach on understanding Social Media Marketing and Online Advertising. It covers a wide range of topics such as introduction to social media follower generation, brand positioning on social media, use of social media for products promotion and services as well as an introduction to organic followship and managing presence in other social media sites.

Who is it for

- Individuals who want to gain an understanding of social media marketing, online advertising, creative content writing, and online presence
- Individuals wanting to learn marketing techniques used in various social media platforms

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

*The medium of instruction for all courses is English

Outline

- Online Tools for Social Media
- Understanding the current marketing landscape and consumer psychology of attention
- Developing your social brand purpose and creating a consumer movement for your brand
- Developing a content marketing strategy to be used on various social media platforms
- Delivering audience to your website through careful planning and timely posts
- Cost benefit analysis of online ads
- SEO and Google Adwords



WEB DESIGN

What you need to know about this course

This course introduces students to the world of web design. It focuses on the fundamentals of website creation from preparing the graphics in Photoshop to constructing the page using HTML and CSS.

Participants will have a hands-on approach using the appropriate formatting languages and software. The course focuses on the front-end creation of websites.

Who is it for

- All individuals with a creative passion for visual communication and arts who would like to get a basic introduction to Web Design
- Graphic designers who want to design and develop their own website
- Entrepreneurs who would like to be able to create their own corporate website and also design web graphics for their communication such as web banners and email flyers

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Adobe Photoshop
- Adobe Dreamweaver
- Wordpress

*The medium of instruction for all courses is English

Outline

- Interface design principles
- Photoshop (prepare images for web)
- HTML
- CSS
- Search Engine Optimisation basics
- Wordpress
- Implementation basics (FTP, server use, domains, and databases)



Design





FILM

DIGITAL VIDEO EDITING

What you need to know about this course

Editing video is about movement, choreography, lighting, and color.

The course will provide you with the substantial knowledge and requisite training in the multiple skills the industry demands today. Basic instruction is offered in applying time-tested principles of video editing, with an emphasis on underlying principles of video technology.

Who is it for

- Media professionals who want to learn new techniques and broaden their skill set in industry-standard software
- Individuals interested in editing various types of video or short film projects

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above

Software Used

Adobe Premiere

Outline

- Getting Started: Understanding the Basic Workflow
- Footage Selection and Editing Video: Importing Media, Organizing Clips
- Editing Techniques: Making the First Edit, Revising the Edit
- Rhythm, Motion, and Effects: Enhancing the Edit, Finishing the Edit
- Titles and Output: Sharing a Project, Managing Libraries
- Advancing Your Workflow





FILM

FILM PRODUCTION

What you need to know about this course

This course covers the basic knowledge required to produce a short video, including screenwriting, directing, producing, digital camera operation, lighting, sound, and basic computer editing on an industry leading application.

The course is very 'hands-on' in its approach with students being exposed to the five stages of the video production process, as well as a range of industry standard applications. Students will participate in a short film production during the course.

Who is it for

- Anyone who wants to get substantial skills in filmmaking, such as basic camera handling, lighting, and editing
- Budding filmmakers with a passion for creating short films, movies, or documentaries

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Adobe Premiere Pro

*The medium of instruction for all courses is English

Outline

- Scriptwriting
- Pre-production
- Working with film cameras
- Location shots
- Lighting techniques
- Basic video editing



Film



FILM

MOTION GRAPHICS

What you need to know about this course

Motion graphics are widely used in film and television post-production to create title sequences, bumpers, and logo animations.

This course is designed as a jumpstart for any aspiring motion graphics artist and will expand your skills in the process of combining multiple media types such as video, animation, text, and sound to create compelling, dynamic motion graphics.

Who is it for

- Media professionals who want to learn new techniques and broaden their skill set in industry-standard software used in motion graphics
- Individuals interested in animating movie projects and adding styles to various types of video

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

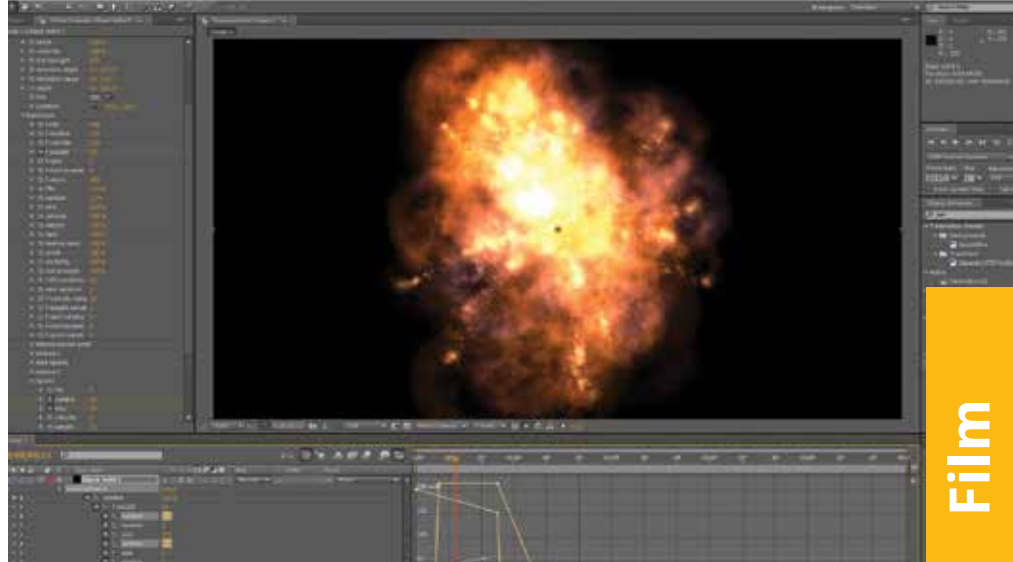
Software Used

Adobe After Effects

*The medium of instruction for all courses is English

Outline

- Introduction to video and video formats
- Creating a basic animation using effects and presets
- Animating text
- Working with shape layers
- Animating a multimedia presentation
- Animating layers
- Controlling transparency with masks
- Distorting objects with the puppet tool
- Controlling transparency through keying
- Performing color correction
- Integrating 3D in After Effects
- Creating 3D content in Cinema 4D and integration with After Effects
- Exporting from After Effects
- Enhancing the workflow with Adobe Dynamic link
- Video editing basics



Film





FILM

PHOTOGRAPHY

What you need to know about this course

This course introduces students to the fundamentals of photography. Students develop essential skills for obtaining consistent results and a foundation in photography as a visual language. Also, this course examines individuals, movements and the theories behind them that are the foundation of the art form.

Who is it for

- Photography enthusiasts who are looking to get the most out of their DSLR/semi-professional cameras
- Individuals with a passion for photography who would like to get substantial skills in camera use, lighting and various types of photography

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Adobe Photoshop
- Adobe Lightroom

*The medium of instruction for all courses is English

Outline

- Introduction to photography
- Understanding your camera (basic anatomy of the camera)
- Working with different lenses
- Exposure (shutter speed, aperture & depth of field)
- Shot composition
- Accessories



Film



FILM

PHOTOGRAPHY

From Production to Post

What you need to know about this course

This course will move students to the world of postproduction photography. Students develop essential skills including topics on composition, light, and its effect. Students will be exposed to industry standard software for retouching using Adobe Photoshop & Lightroom.

Who is it for

- Photography enthusiasts who are looking to get the most out of their captured images and enhance its visual appeal
- Individuals with a passion for photography who would like to get substantial skills in postproduction lighting, and various types of photography software

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

- Adobe Photoshop
- Adobe Lightroom

*The medium of instruction for all courses is English

Outline

- Basic digital post – production principles
- Fundamentals of Photoshop & Lightroom)
- Lighting & color
- Retouching



Film



FILM

CAMERA & LIGHTING

What you need to know about this course

Working and understanding lighting and camera plays an integral role in achieving quality visual digital content.

The intensive week-long course will provide you with the substantial knowledge and requisite training in the lighting and camera work that multiple skills the industry demands need today. The course is very 'hands-on' in its approach.

Who is it for

- Media professionals who want to learn new techniques and broaden their skill set using lighting and camera equipment
- Individuals interested in understanding various types of shot and lighting types to enhance their video quality

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

*The medium of instruction for all courses is English

Outline

- Working with film cameras
- Location shots
- Lighting techniques



FILMMAKING

What you need to know about this course

This course covers the basic knowledge required to produce a short video, including screenwriting, directing, producing, digital camera operation, lighting, sound, and basic computer editing on an industry-leading application.

The course is very 'hands-on' in its approach with students being exposed to the five stages of the video production process, as well as a range of industry-standard applications. Students will participate in short film production during the course and will understand the importance of Pre-production, Production, and Post-production.

Who is it for

- Anyone who wants to get substantial skills in filmmaking, such as basic camera handling, lighting, and editing
- Budding filmmakers with a passion for creating short films, movies, or documentaries

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Outline

- Scriptwriting
- Pre-production
- Working with film cameras
- Location shots
- Lighting techniques
- Basic video editing
- Foley recording and voice recording
- Editing - basic color correction and editing
- Distribution aspect - on how to market your film in all forms

Software Used

Adobe Premiere Pro

*The medium of instruction for all courses is English



Film



GAMES

GAMES DEVELOPMENT

Short Course

What you need to know about this course

This short course introduces students to the basics of development of video games on Unity3D and C#. The focus of this short course is quick prototyping and execution of games for PCs or Smartphones.

Who is it for

- Anyone interested in developing video games for a variety of platforms
- Individuals who are interested in developing interactive software for the purpose of games for various types of simulation or scientific visualization

Entry Requirements

There are no academic requirements to participate in this programme. Courses cater to two different age groups; 14-17 years and 18 years and above.

Software Used

Unity 3D

*The medium of instruction for all courses is English

Outline

- Basics of C# programming in Unity3D and Mono.
- 3D imagery with Maya and export/import into Unity3D
- User Interface programming for Unity3D
- Interactive programming for objects
- Maths for Games Programming
- 3D imagery with Maya, developing scene levels
- Programming features of C#, arrays, hashtables and lists
- Introduction to Game Objects and their features
- Lighting, rendering techniques
- Physics simulation, rigid bodies
- Particles Systems
- Final project definition
- Final project scene finalizations
- Final project character and controls finalization
- Final project final touch ups
- Final project submission





SAE Dubai has the expertise, resources and capabilities to collaboratively customize training solutions which will be tailor-made to your organization.

Our solutions can be flexed depending on the preferred content, dates, time and mode of teaching.

**TURN PASSION
INTO PROFESSION**



SAE Institute Dubai
+971 (4) 360 64 56
hello@saedubai.com
Ground Floor, Block 2B
Knowledge Park, Dubai, UAE

 dubai.sae.edu
 [saedubai](https://www.facebook.com/saedubai)
 [sae.uae](https://www.instagram.com/sae.uae)
 [@SAEdxb](https://twitter.com/SAEdxb)
 [SAE UAE](https://www.youtube.com/SAE UAE)