SAE CREATIVE MEDIA INSTITUTE

Training
Courses

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ANIMATION AUDIO DESIGN FILM GAMES AR / VR

TABLE OF CONTENTS

ABOUT SAE INSTITUTE

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

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.

Established in 2005 within the heart of Dubai Knowledge Park, we proudly offer internationally recognized and locally accredited Degree Programs and short courses across 6 disciplines – Animation, Audio, Design, Film, Games and Augmented and Virtual Reality.

CORPORATE TRAINING

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.

ANIMATION

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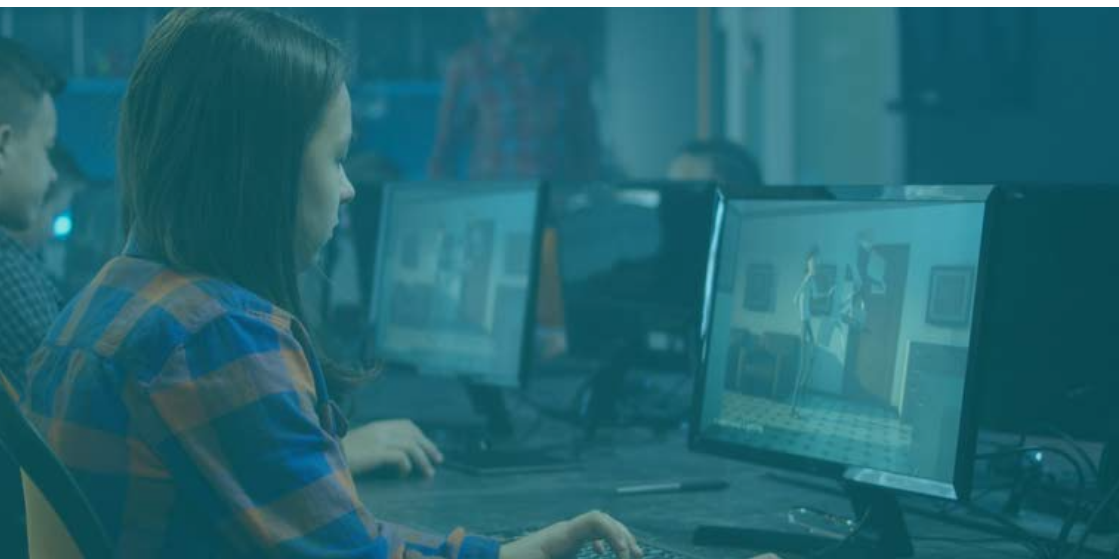
KAREEM HAFEZ

"I would like to say that the Digital Illustration course has been a great experience so far. The class is perfect for beginners to get started in the field of digital illustration. I am thrilled to have chosen SAE Institute for my education and I can't wait to see what the future has in store for me."

ANIMATION

3D Animation

What you need to know about this course
This 3D Animation 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: a n i m a t i n g
• Introduction to lighting
• 3DS Max rendering
• Mental ray and HDRI
• Final project

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 18 years and above.

Software Used
Adobe Photoshop

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.

AUDIO

★★★★★

MAHESH S

"Before I started this course, I was beating myself for months. I had loops but no songs. Since completing the course, I have created around 8 tracks (In a month). If you've always been interested in music, this is THE place to start."

Ableton Live 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
• All creatives with a passion for producing 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.

Outline
• Introduction to Ableton Live
• Understanding visual interface (Menu, Browser, tools and functions)
• Understanding of the Session view and Arrangement View
• Software workflow
• Midi and Audio channels
• Creating Clips
• Create Rhythms with Drum Rack
• Building your own Drum Racks.

Electronic Music 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.
• Newcomers 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 10/11.

Outline
• Intro To DAWs (Digital Audio Workstations)
• Dynamics & Effects
• Song structure, analysis & composition
• Intro to MIDI
• Sound Synthesis
• Basic sound mixing concepts

AUDIO

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.

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

Audio Engineering

What you need to know about this course
This combines the theoretical, technical and practical skills of recording audio and mixing audio, fundamental working knowledge of recording studio equipment and operations central to an audio engineer.

The course aims to teach students basic sound theory, microphone techniques, recording workflow, signal processing and signal flow, console operation, software editing, DAW operations and the use of the industry-standard software.

The valuable industry practice of applying soldering skills for audio cables and connectors is also explored.

Who is it for
- 16 years and above.
- Youtubers or anyone creating audio visual content for the web.
- Budding musicians or producers who are recording or composing in home studios.
- Those who are considering a career in audio and want to sample a piece of the bachelor's degree.
- Post-production professionals who want to improve the quality of their dialogue, music and effects tracks.

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
Pro Tools.

Outline
- Principles of Sound and Pro Tools Introduction
- Vocal Editing
- Post Production
- Post Production 2
- Audient
- Intro to Drum Recording
- Pro Tools Editing
- Mixing Audio
- Mixing Audio 2
- Advanced Drum Recording
- Final Production and Mixdown

DESIGN

★★★★★

MILY ALICE BYJU

"The SAE Institute has been a great asset to my development as a graphic designer. Instructors are very knowledgeable and the curriculum is well thought out. I would highly recommend this course to anyone wanting to gain an idea of the core basics of graphic design within a short duration with a live classroom experience."

DESIGN

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 InDesign, Adobe Illustrator.

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 softwares. 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
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 InDesign, Adobe Illustrator.

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

Social Media Content Creation

What you need to know about this course
This course is an introduction to the core pillars a student needs to know about creating tailored great content on the go for their social media platforms and how to use the content created for the best results.

Students will take away an understanding of diverse multimedia content and how to create a strong social media strategy in order to increase their brand awareness and gain following on their social platforms.

Who is it for
• 16 years and above
• Individuals who want to gain an understanding of social media creative content creation

Entry Requirements
There are no academic requirements to participate in this programme. Courses cater to two different age groups18 years and above.

Software Used
Smartphone with the ability to download apps.

Outline
• Produce quality tailored content for social media media platforms.
• Understand your target audience and content formats for your business
• Create a smart social media content strategy
• Create weekly social media content calendars
• Manage and upload created content onto social media platforms
• Create visual content through mobile applications

Digital Marketing

What you need to know about this course

This course consists of the most used channels to promote brands and businesses in the region including Social Media, SEO, Google Ads and Email Marketing.

Tactical and sophisticated techniques are used with the help of analytical sources to help drive awareness, leads and conversions.

Having the capability to deliver to your customer's needs, in the right place at the right time is absolutely vital to achieve your goals and grow. The most up to date marketing processes and tools will be covered in this course to drive actionable results and marketing growth for businesses.

Who is it for
- 17 years and above
- Individuals who want to gain an understanding of social media creative content creation

Entry Requirements

There are no academic requirements to participate in this programme. Anyone above 17 years old can join.

Software Used

Facebook Business Manager, Google Ads, Shopify.

Outline
- Digital marketing Introduction to digital marketing
- Everything about digital marketing from SEM, PCC, & SEO
- Google Search & Display Ads
- Email marketing
- Digital marketing strategy & terms
- Google Analytics
- Digital marketing tools
- Social media
- Introduction to Social Media
- Social media strategy
- Content Marketing
- Tools/App for Social media
- Facebook Business Manager
- Instagram Features Demo
- Social media tools/app/software
- E-commerce development
- Recap of Digital and Social media session and Q&A session
- How to use Digital Marketing for E-commerce Introduction to e-Commerce website
- How to use Social media marketing for E-commerce Types of Website
- Basic about Domain & Hosting
- Using Shopify to launch Basic e-commerce website

FILM

★★★★★

AFIF EL-JAMIL

"I am an avid traveller and SAE Institute really helped me on my road to becoming a better video editor. I'm very thankful for the experience, and I'll always remember it."

Video Editing

What you need to know about this course
This course will provide you with substantial knowledge and requisite training in the multiple skills the industry demands today for video editing.

It heavily depends on practical skills that will offer students an understanding of applying time-tested principles of video editing, with an emphasis on underlying principles of video technology.

Students will learn the basics of Premiere Pro and go through the fundamentals of video editing through an industry-recognized software.

Who is it for
- 17 years and above
- 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 18 years and above.

Software Used
Adobe Premiere Pro.

Outline
- Introduction to Video editing
- Art of Storytelling
- Fundamentals of Premiere Pro
- Rules of Editing
- Multicam Video Editing
- Basic Fundamentals of Color Correction and Grading
- Importance of Foley in Audio

Videography

What you need to know about this course
The course is designed to introduce students to the camera, acquiring practice and guidance towards video proficiency increasing their ability to perform under real-time pressure and have a deeper understanding of video gear and their various uses and how they lead to a faster more intentional turnaround.

Who is it for
• 17 years and above
• Video creators at any level can benefit from this course, whether you're just starting out or have experience but need to refocus on what really matters
• Videographers looking to improve their work ethic and performance with a professional workflow.

Entry Requirements
17 years and above.

Software Used
Adobe Premiere Pro.

Outline
• Introduction to the World of Videography
• Prep & Planning
• Creative Solutions
• Content & Commercial Work
• Online Content Creation
• Post Production
• Audio for Content
• Color and Distribution

Film Making

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; 11-17 years and 18 years and above.

Software Used
Adobe Premiere Pro.

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

Photography

What you need to know about this course

This course introduces students to the world of photography. It will give you an overview of the complete process of capturing a still image from idea to composition to outdoor and studio photography.

The course equips you with the skills that will enable you to take images without having to rely on using the automatic option in your cameras. You will explore the art of storytelling through still images.

Learn how to capture images using both natural and studio lighting, where you will cover portraits, product and food photography. Learners will venture into the basics of post-production, wrapping up their journey with a creative photography portfolio.

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.

Outline
- Introduction to the basics of Photography
- Composition and Storytelling
- Outdoor Daytime Photography
- Studio Photography
- Portraiture, Product and Food Photography
- Studio Lighting
- Basics of Photography Post Production.

GAMES

★★★★★

GEORGE ATHANAS

"The teachers at SAE Institute Dubai are outstanding in their fields. They are passionate about what they do and this is reflected in the way they teach. I feel very lucky to have had the opportunity to study with them."

Games Development

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.

Outline

- Basics of C# programming in Unity 3D and Mono
- 3D imagery with Maya and export/ import into Unity 3 D
- User Interface programming for Unity 3 D
- Interactive programming for objects
- Maths for Games Programming
- 3D imagery with Maya, developing scene levels
- Programming features of C#, arrays, hash tables 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
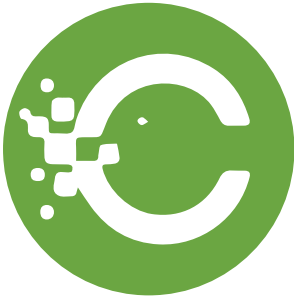
AR / VR

★★★★★

ABDUL KAREEM

"SAE is the place where I found my passion, and has a lot to do with the people who are in and around it. Great place to learn and discover."

AR / VR

Introduction to Virtual Reality

What you need to know about this course
In this course, you will learn how to design and make virtual reality experiences and create different prototypes, learn how to handle movement in VR and how to bring your hands to be part of the Visual World.

This course will help you bring your experience to life by utilizing full 6D of tracking and physical hand presence in your own training experience or game experience.

Who is it for
• Anyone who's 17 years & above who wants to explore Virtual Reality.

Entry Requirements
Some programming knowledge and 17 years & above.

Software Used
Unity and Visual Studio & Meta Quest.

Outline
• Types of VR and the unity Game engine
• Introduction to scripting
• Room scale VR, and locomotion
• Teleportation and gazing
• Hand presence
• Animations
• Animations 2
• Hand presence 2

Designing Interactive VR Experiences

What you need to know about this course
In this course you will learn how to design and make fully interactive Virtual Reality Experiences. You will be creating different prototypes and learn how to enable hand Interactions & know how to create a sequence of events to make a full VR experience.

This course will help you bring your experience to life by utilizing full 6d of tracking and physical hand presence in your own training experience or game experience.

Who is it for
• Anyone who's 17 years & above who wants to design interactive VR Experiences.

Entry Requirements
Some programming knowledge and 17 years & above.

Software Used
Unity and Visual Studio & Meta Quest.

Outline
• Interaction toolkits
• Unity XR Interaction toolkit
• SteamVR Interaction toolkit
• K-Interaction toolkit
• Physics based interactable
• Quest systems
• Quest systems with and interactable objects

Advanced VR Scripting

What you need to know about this course
In this course, you will learn how to implement more advanced behaviors like animatable interactive objects, custom quest elements, vector math and using the physics engine to create complex interactive components.

Who is it for
• Anyone who's 17 years & above who wants to explore Virtual Reality.

Entry Requirements
• Introduction to Virtual Reality.
• Designing Interactive VR Experiences.

Software Used
Unity and Visual Studio & Meta Quest.

Outline
• Unity Physics engine
• Vector Math
• Vector Math 2
• New Input system
• Physics-based Interactable
• Object manipulation
• Ray-casting

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.

★★★★★

ADRIANO TANNOUS

"SAE institute is a great place to learn from experienced professionals and get real field experience as well. The staff is very helpful and friendly in guiding you through the course. All in all, SAE is one of the best places to learn at reasonable prices."