

Welcome to Bachelor of Science in Digital Communication & Media Production (B.Sc. DCMP)

Our college is thrilled that you are considering this exciting and dynamic field of study, one of the most prominent in Doha, and highlighted as critically important in Qatar's 2030 vision.

When we walk out of the theatre blown out by impressions projected from the screen by epic masterpieces, fantastic documentaries, animated films, music videos or any other moving image genre, we can't always immediately explain what we liked so much. The feeling can linger in our memory and sometimes stay so vivid that we can draw inspiration years after the original viewing. Once you dig a little deeper, you will understand that in brilliant films, photography or artworks, every piece of a big production puzzle brings value on its own. For video and film, it starts with the idea and script, directing and talents' performance, followed by camera work, lighting design, and last but not least, skills of editing and crafts of sound design; all these elements together create the magic of moving images. Once you learn how to translate the script to visuals and pick the right gear, you should be able to apply the same skills to small gigs filmed with a smartphone and edited for social media or high-budget productions.

To equip students for this dynamic field, the UDST's B.Sc. DCMP curriculum emphasizes hands-on experience and collaboration, allowing students to develop diverse skills in areas such as [photography](#), [TV field production](#), [studio/VR production](#), [documentary/fiction filmmaking](#), [audio design](#), [radio & podcast production](#), [UX design/analysis](#), [communication](#), and [social media marketing](#). Equally important, as you learn how to dissect the meaning of visuals in front of you and refine your writing skills, you will be able to find your voice as a future journalist, scriptwriter, director, cinematographer, editor, TV presenter, blogger, etc.

Overview of Additional Admission Requirements for the DCMP Program

Our program is designed to equip students with the skills and knowledge necessary to succeed in a rapidly evolving digital media landscape, and the interest is very high. To illustrate, the DCMP program, on average, receives five times more applications than the available seats in the program. For that reason, it is not enough to just send your documents; to be considered for the DCMP program, we require the following:

1. **Minimum of 10**, and a **maximum of 20 original pieces of your creative work**. This is a chance to demonstrate your aesthetic preferences and technical skills, showcasing your creative output. The portfolio can include photography, video or other creative works in any combination. For example. You can submit 8 photos, 3 videos, and a few samples of logos you designed. Or you can submit 15 photos that you believe are your best and no videos at all. Following a similar logic, you can submit 6 photos, 3 videos, 3 podcasts you produced or any other combination of audio/video files. Please see the rest of the document for some examples of the document layout. Once again, this is just a rough guideline; ultimately, we would like to see your creativity!
2. A **personal statement gives you an opportunity** to tell the UDST/DCMP panel more about your interest, already acquired skills and experiences relevant to digital communication and media production, your career goals, and how our program may help you achieve those goals; please see below for more guidelines.

Experience with digital media tools and software such as Adobe Creative Suite or any similar system will be an advantage for your application, but they are not mandatory. During four years in our program, you will get ample opportunity to refine your computer literacy skills and learn about software commonly used in the media industry. On that note, when it comes to software & hardware, remember cameras and post-production applications are tools, and if you do not have the idea or script, the tool by itself won't help you much. DSLR or mirrorless cameras will give you a lot more creative options, but if you do not have access to such gear, the smartphone will do just fine. **We encourage you to look beyond simple snapshots or potential equipment limitations and take the time to make original content to tell a specific story or convey a particular emotion.**

Remember, when it comes to the portfolio, the applicants are ranked on the originality, technical, and aesthetic qualities of their work, as well as their GPA. That means candidates with higher GPAs (this applies to UDST transfer and high-school candidates) and stronger portfolios are preferred.

We look forward to reviewing your application and welcoming you to our program!

Creative Works Guidelines:

Hands-on production of media content and the ability to deconstruct what you see in front of you is essential for your future success in Digital Communication and Media Production; after all, this is where you will spend many hours while pursuing your degree. For that reason, the submitted samples should demonstrate the applicant's key strengths and/or range of interests. The following paragraphs should give you more ideas on how to prepare your artwork for submission.

Some tips for photography - The applicant can showcase their photography skills by including a selection of their best photographs. These photographs could include portraits, landscapes, architecture, product shots, still life, sports photos, events or any other type of photography that highlights the applicant's creativity and technical ability. The photographs should be presented with a title (think of this as captions you use when you post on social media) and should be of the highest possible quality. You should also include a sentence or two discussing what were you trying to say with this photo.

Some tips for video projects - You are welcome to supplement photography examples with video projects, which could include short fiction or documentary clips/films, promotional videos, music videos, or any other type of video content that demonstrates your videography and editing skills. If UDST admissions Dropbox cannot accept the files because of their size, feel free to send a document with embedded links (YouTube, Vimeo, Instagram, etc.). **Note: Please check that the links are active and working before submission!** If you are filming the new content for this application, please keep the videos/films under two minutes, but you are welcome to share links to any longer formats if you produced something in the past (don't forget to specify your credits for larger projects). Additionally, the applicant may include pre-production documents such as storyboards or concept art to show their planning and conceptualization skills. The video projects also incorporate 2D or 3D animation, where applicants could include any sequence that showcases their skills in 2D animation or 3D storytelling.

Some tips for graphic design - Even though our program is not primarily focused on design, the applicant can include examples of their graphic design work, such as illustrations, logos, posters, flyers, or any other piece that showcases their creativity and technical ability. Under this tab, the applicant can also showcase their web design skills by including examples of set design, props, websites, or parts of the complex website they have designed in the past. These examples could be offline screenshots or online links to active pages. Note: Once again, please make sure the links are working!

Some tips for audio samples and other artworks - In an effort to keep the instructions brief, we might omit some of the media production genres. For that reason, we have included this tab as a category where applicants may submit their podcasts, remixes, mashups, voice-overs or any other sample of sound design, as well as screenshots of any other creative endeavor we haven't mentioned. Lastly, if you are submitting a sample of group work, the description should highlight the applicant's role in the project.

Guidelines for the File Size:

Despite the fact that we would like to see all candidate submissions in the original format and the highest possible quality, we need to make sure our system can accept your files. For that reason, we must set some boundaries when it comes to the individual submission file size. To ensure your documents can be opened/assessed by the DCMP panel, please ensure the total size of the video, photography, audio, and presentation files you are submitting is not larger than 300 MB. If you include any external links or share files larger than 300MB in the third-party hosting service, as already mentioned above, it is critical that you verify the integrity of links before the submission of your application so the DCMP panel can see your work.

More Guidelines on Personal Statement:

The personal statement allows applicants to tell a personal or background story that goes beyond submitted A/V material.

- I. The personal statement should be between **600 and 1200 words** in length.
- II. The personal statement should include a paragraph about the applicant's strengths, interests, goals, and motivations for pursuing a career in the media industry. You can also discuss your thought process and inspiration related to the submitted portfolio samples.
- III. The personal statement is also a space where you can highlight any relevant previous experiences. Alternatively, if you already know how to shoot and edit, you can combine your portfolio with a personal statement in a single video. For example, filming yourself talking while we see the samples of your work on the screen in a blog-style video.

For UDST Foundation Program Students

The additional admission requirements also apply to UDST foundation students. Therefore, placement in the DCMP foundation doesn't automatically guarantee a seat in the program. You still must submit a portfolio and be mindful of your GPA.

What Happens When You Apply?

You must be admitted to UDST first, where you will be ranked by high school or current GPA for transfer students. All of your documents, including the portfolio files, should be submitted to the UDST Admissions. Refer to our website for the steps. On that note, please remember that portfolio submission doesn't automatically mean you are admitted into DCMP. Your portfolio is assessed by the panel of DCMP faculty, and the final list of admitted candidates is sent to the registrar's office. Your creative portfolio and statement of purpose carry most of the weight in the decision-making process, but you are also ranked on your GPA. For that reason, do not forget that you cannot ignore your current marks if you are planning to apply for a transfer between majors.

Other Helpful Tips:

Do not feel intimidated by technology. Advanced levels of computer literacy and technical competence are crucial for your long-term success in B.Sc. DCMP program, but do not forget that creativity stands much higher than knowledge of any hardware or software. If you have the ideas and energy to push them through, you will have many opportunities during the four years of B.Sc. DCMP program to improve your computer and hands-on A/V skills. You should never forget that creativity comes from your thoughts and passions, and any hardware or software is just a tool that can help you shape your ideas.

FAQs for online portfolio submissions:

- Yes, we are looking for examples of your original work, and you will be asked to confirm that the documents/images are your own when you submit them.
- Please do not use Chat GPT or any other AI-powered assistance for personal statements or the production of portfolios; we have several tools at our disposal to analyse the submissions and spot plagiarism. That being said, once you master the basics of media production and professional communication, you will have advanced courses teaching you how to integrate AI powered tools in every day workflow.
- If you are submitting work that has been done as part of a group project, please confirm what sections you have contributed to and how.

For administrative questions, please contact the UDST registrar's office at <https://www.udst.edu.qa/admissions>.

Good luck!

Acceptance confirmation:

Looking to provide transparency, the DCMP faculty works as a panel while assessing the portfolio and the statement of purpose/cover letter, but [the final notification of acceptance or rejection is sent from the admission office](#). For that reason, there is no need to send any additional emails to the DCMP faculty or department head once you get the confirmation the UDST admissions have received your portfolio.

Ready to Apply?

In your application, please include the following information:

- Title: [Application for B.Sc. DCMP program / Your name](#)
- Personal statement with contact details
- Portfolio files
- Or external links to your portfolio in the body of the attached document
- Any additional files, links and documents (diplomas, achievements) that can strengthen your application

For more details, please visit the UDST admissions page at <https://www.udst.edu.qa/admissions>.

We are looking forward to hearing from you,

Best regards,

Digital Communication and Media Production Department

Example of Formatting for the Submission of Your Creative

Note: Please remember that the following sample is created as an example of a simple layout for your submission document. You do not have to follow this layout if it doesn't fit your creative vision, but if you do embed files into a Word document or PowerPoint, please [share separate high-resolution files](#) (photos and videos) so panel members can assess them properly.

Creative Portfolio

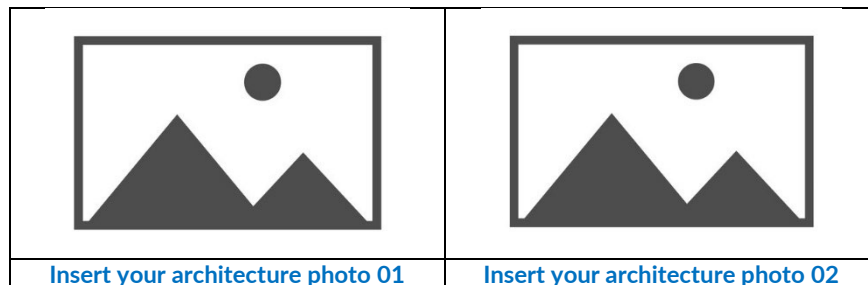
By [inserting your name here](#) and [contact email](#)

Introduction example: This portfolio showcases my skills and experience in digital media, including photography, video projects, graphic design, web design, animation, and other relevant projects.

Sample of Photography

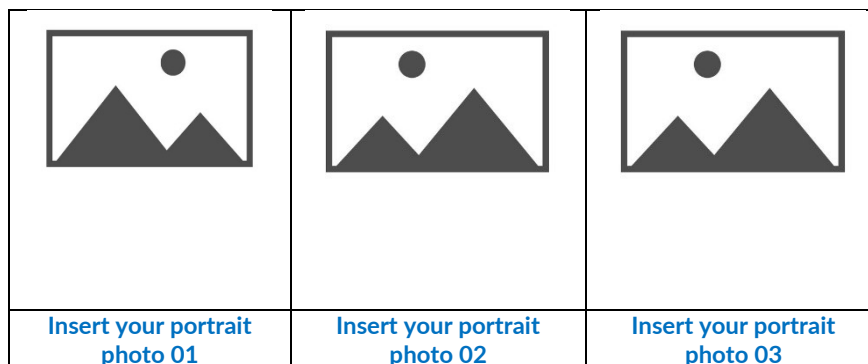
Project 1: Architecture Photography

Description: This project aims to capture the beauty of nature through my lens. I travelled to various locations and spent hours capturing the perfect shots. The outcome is a series of stunning images that showcase the diversity and richness of our natural environment.



Project 2: Portrait Photography

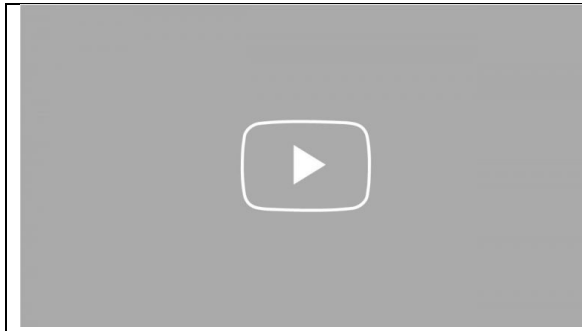
Description: In this project, I worked with different models to create compelling portraits that showcase their unique personalities. I used various lighting and editing techniques to bring out the best in each image.





Sample of Video Projects

Project 1: Documentary of an artist

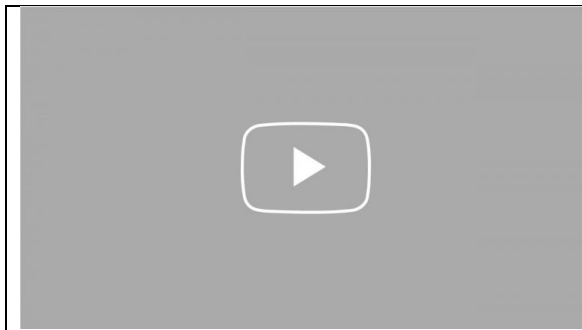


Screenshot of video

Description: As part of a team, I produced a short documentary about my friend, who is a painter. The project involved research, scriptwriting, filming, and editing. The outcome is an informative video that empathises talents raises awareness of this critical issue.

[Video Link: Insert your video link](#)

Project 2: Music Video



Screenshot of video

Description: In this project, I directed and produced a music video for a local band. The video features stunning visuals, special effects, and a compelling storyline that matches the mood and message of the song.

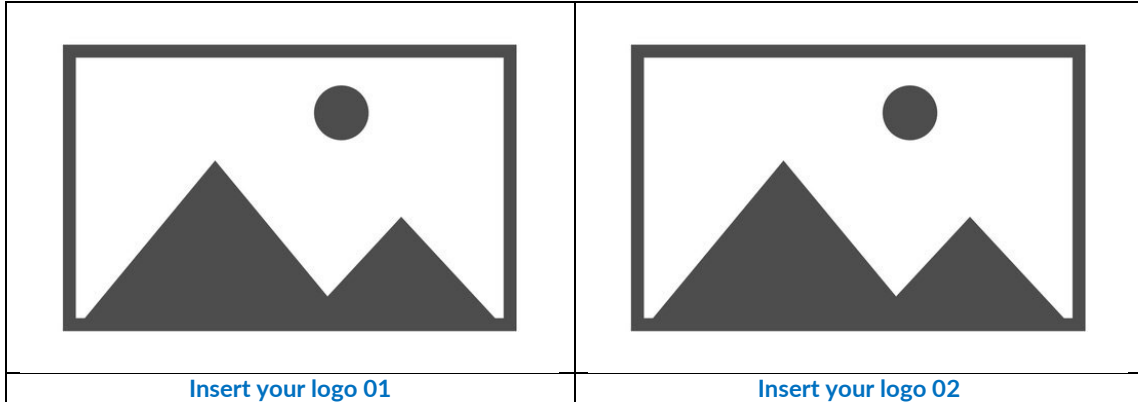
[Video Link: Insert your video link](#)

Sample of Graphic Design

Project 3: Logo Design

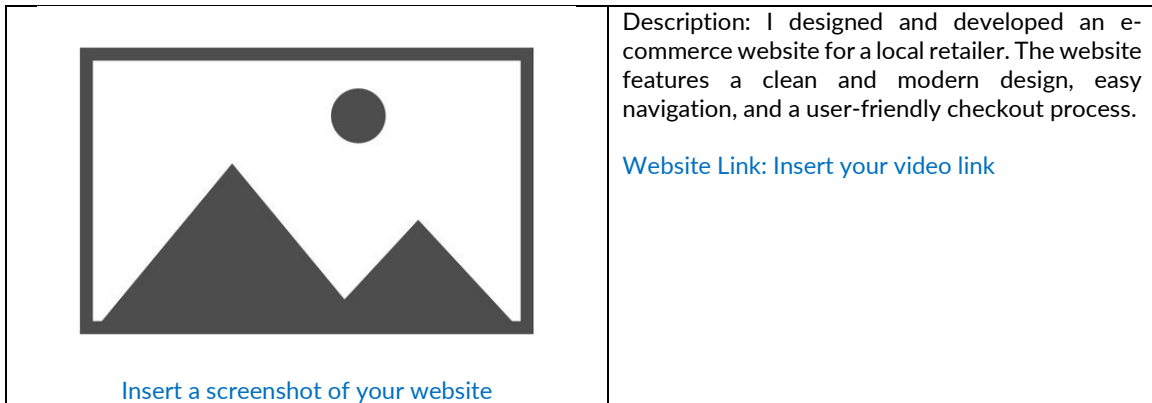
Description: I designed a logo for a startup company that specializes in eco-friendly products. The logo reflects the company's values and mission while also being visually appealing and easy to recognize.





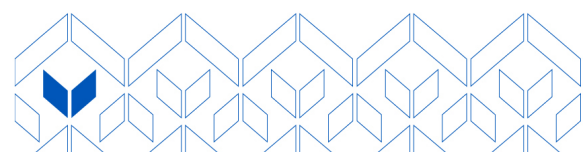
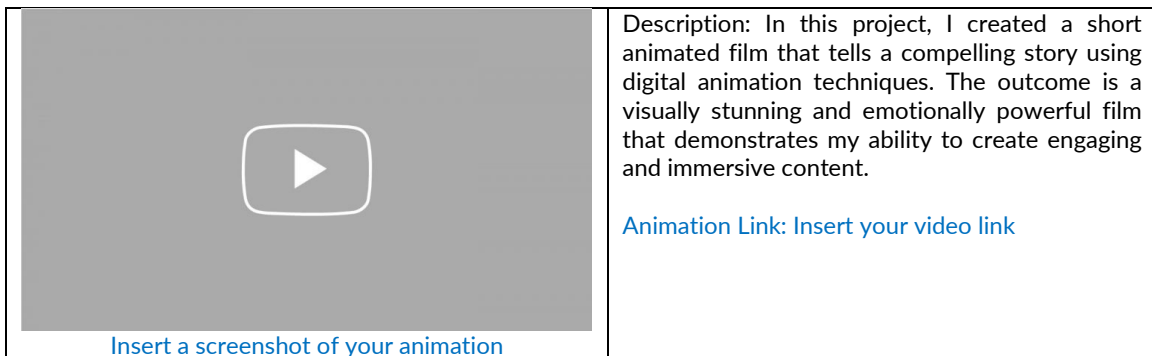
Sample of Web Design

[Project 4: E-commerce Website](#)



Sample of Animation

[Project 5: Animated Short Film](#)





Sample of Any Other Relevant Submission

[Project 6: Link to any Other Relevant Submission...](#)

