



FACT SHEET

The Africa Digital Media Academy (ADMA) was launched in 2012 through a partnership between the Government of Rwanda and Pixel Corps, a California-based production and training company. ADMA is now part of Rwanda Polytechnic, Rwanda's leading TVET institution.

Its mandate is to achieve true competency-based learning outcomes, developing Rwandan students to international standards in multimedia.

Since its inception, ADMA has introduced a successful student-centered, project-based program that focuses on all aspects of multimedia. Integrated into the training is experience working with ADMA graduates on client-based projects that both provides for true understanding of what professional work requires, and which promotes peer-to-peer learning. The overall outcome is not just technical competence, but also a capacity for continued growth in the media industry.

ADMA is committed to teaching, not just technical skills, but what it means to be a professional in the media industry.

Our emphasis is on quality, not quantity.



KEY FIGURES

530

Students

410

Graduates

91%

Employment rate

*per GoR audit/tracer surveys, 2017 & 2023

ADMA, RWANDA'S PREMIERE MULTIMEDIA TRAINING INSTITUTION, IS NOW LOCATED AT THE ICT INNOVATION CENTER.

SENIOR STAFF

The Director, **Christopher Marler**, is the former Director of Multimedia Studies at San Francisco State University, and is currently earning an MSc. in Digital Education from the University of Edinburgh. Senior Instructor **Ryan Yewell** has taught in the program since its launch. He graduated from Vancouver Film School in 1996, and brings a professional background in television production along with 12 years experience in the multimedia industry.



"ABANA N'UTUNYONI" STUDENT ANIMATION PRODUCTION (2018)



ADMA STUDENT HEAVEN NIKITA IRADUKUNDA LIVESWITCHING A CONCERT AT KIGALI ARENA

EMPLOYMENT BREAKDOWN

45%

Employed in Industry

22%

Started Small Business

26%

Freelance

SAMPLE PRODUCTION PROJECTS

- KnowZone Rwanda Cartoon, 2013
- Kwibuka20 Livestream, 2014
- YouthConnekt Launch Livestream, 2014
- Transform Africa Livestream, 2013, 2015
- Ministry of Health, Strep Throat Cartoon, 2015
- AfDB Annual Conference Livestream, 2016
- MIGEPROF He-for-She Launch Video, 2016
- Ministry of Health, Malaria Cartoon, 2017
- World Economic Forum Livestream, 2017
- African Union Annual Leaders Summit Livestream, 2017
- UNICEF Iterero Cartoon, 2018
- Livestream Rwanda Polytechnic Graduation at Kigali Arena, 2019
- International Organization For Migration Diaspora Video, 2020
- 2020-2021 TVET Video Production (320 video tutorials)
- Homes For Hope Foundation Project Summary Video, 2022
- Carnegie Mellon University Graduation Livestream, 2022
- World Circular Economy Forum Livestream, 2022
- iDebate 10 Year Anniversary Livestream, 2022
- CHOGM Global Leaders Group on Antimicrobial Resistance at Four Points Sheraton Live Event, 2022
- Africa Health Agenda International Conference Hybrid Event, 2023
- FIFA Delegation Tournament & Inauguration of Kigali Pele Stadium Live Video Coverage, 2023

LINKS

www.rwandaadma.com
www.twitter.com/admarwanda
www.facebook.com/admarwanda

GRADUATE EMPLOYERS

- Office of the President
- Ministry of Foreign Affairs
- CNBC Africa
- MASS Design Group
- Rwanda Broadcasting Agency
- IRCAD Africa
- Cube Communications
- Flash TV
- AzamTV
- CloudsTV
- TV10
- NewTimes Rwanda
- Creaxion
- IPRC Kigali
- Kigali Today
- planitswiss
- REB
- RNP
- Rwanda Events Group
- 64 Waves
- Dric Ent.