



USIU-Africa and EMCA College of Animation partner to develop the first undergraduate program curriculum for film animation in Kenya

Nairobi, Kenya 10th January 2016, USIU-Africa and EMCA College of Animation College of Animation (EMCA) Managed by the Chamber of Commerce and Industry (CCI) Angoulême have signed a Memorandum of Agreement (MOU) to develop an undergraduate program curriculum in film animation.

The animation program, which will be offered by USIU-Africa's School of Science and Technology, seeks to fill a gap that the Kenya film industry is currently facing in developing content especially with the transition from analogue to digital transmission. It is estimated that 100 new channels will come to the market in 2016 and will be required to meet up to 40% local content quotas by 2016 and 60% by 2018.

“Our part here is to create a world of opportunity for the youth, by not only developing and deploying skills for animating African stories but in also training and passing our real-time industrial experience through training programs ” The Ambassador of France to Kenya, Rémi Maréchaux, said at the signing of the MoU.

He emphasized that there are now greater opportunities for local artistes to fill the newly created gap by the digital migration, as well as for Kenya to narrate its own stories.

“USIU-Africa's mission for achieving global excellence has put the institution at the fore front of cutting edge developments and this unique collaboration will increase and continue giving our students the endless opportunities they need to fit in the local and global market of film and animation,” USIU-Africa Vice Chancellor Prof. Paul Tiyambe Zeleza added.

“Since 1999 when USIU-Africa established the Journalism program, USIU-Africa has been producing story-tellers from all over the world, ready to carry each generation's narrative. As a university, our mission drives us to transform society by giving our graduates tools to impact the communities they live and work in. I can assure you that this collaboration will be part of Africa's story for years to come,” he concluded.

The End

About USIU-Africa

USIU-Africa's mission is to promote the discovery and application of knowledge, the acquisition of skills, and the development of intellect and character in a manner that prepares students to contribute effectively in an increasingly technological world. The university's vision is to be a premier institution of academic excellence with a global perspective. USIU-Africa's programs are accredited by the WASC Senior College and University Commission of the United States and by the Commission for University Education (CUE). This dual accreditation guarantees quality global education and transferability of credits from USIU-Africa to any university in Kenya, USA and the rest of the world.

About EMCA

The EMCA College of Animation managed by Chamber of Commerce and Industry (CCI) Château de Dampierre 1, Rue de la Charente, 16000 ANGOULÊME in France, provider of Animation Training Programs, a public funded school, headquartered in ANGOULÊME in France. EMCA was established in 1999. It receives financial support from the European Social Fund and Magelis, mixed syndicate of Angoulême picture Pole

The School's vision is to ensure for all technical training adapted to the expectations of animation and 3D professionals and enable the fulfillment of the creative potential of each.