



UP Open University • Faculty of Information and Communication Studies ASSOCIATE OF ARTS IN DIGITAL DESIGN AND ART

Associate of Arts in Digital Design and Art (AADDA) is a unique program only to the University of the Philippines Open University (UPOU). This is the only program offered to learners who desire to obtain an outstanding career within the creative economy.

When people speak of the creative economy – it is the combination of art, design, and innovative industries (not limited to technology) that contribute its financial, intellectual, and creative assets in a given country and region. This economy is so dynamic that whether a person participates through employment, entrepreneurship, or craftsman – there is always a special place to make use of the talent to enable the learners to thrive and participate successfully in various industries.

Here at UPOU, the Faculty of Information and Communication Studies (FICS) launched the AADDA program to further enhance myriad creative talents. FICS presented different courses in AADDA that aim to cultivate both the artistic and the entrepreneurial side of learners to make sure that those talents can be successful and weather any economic storm. We have the academic team to do portfolio reviews, mentorship, and assist in internship opportunities. We help our learners enhance their creative capabilities, develop the skills to flourish in a professional setting, and integrate an entrepreneur mindset to lead inclusively and contribute to community development.

Think like an artist, be agile like a designer, and feel confident like an entrepreneur.

Program Goals

The program aims to produce graduates who are:

- Ethically responsible and inclusive citizens
- Effective communicators
- Able to integrate different knowledge domains
- Able to evaluate information in the context of digital or networked problem domains.
- Able to collaborate with diverse groups.
- Able to determine the most appropriate digital creative skills and competencies required to meet requirements.
- Able to plan for continuous improvement
- Able to employ critical, independent judgment in content design and production.
- Able to be responsible, ethical use of ways of digital authoring technologies.
- Able to create creative and novel solutions to design challenges.

Mode of Instruction

All courses are taught online following the principles of guided independent study and collaborative inquiry.

Admission Procedures

Step 1: Apply for admission and upload the admission requirements through the Online Application System. Monitor the progress of your application through the OAS.



Step 2: As soon as the online application is accomplished, mail the complete and valid admission documents to the address below:



The Admission Section
Office of the University Registrar
UP Open University
Los Baños, Laguna 4031
Philippines

Refer to the UPOU Academic Calendar for the deadline for submission of application documents.

Step 3: If required, take the Undergraduate Assessment Test (UgAT). Details of the UgAT will be emailed by admissions.



Step 4: Complete the DE Readiness Module (DERM). The link to the DERM will be emailed by admissions.



Step 5: Wait for an email from the OUR for the admission results. Results of the evaluation will be released after the evaluation of the respective Admissions Committee and before the registration/enrollment period of the applied term.

