

UBT

جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

JCA

Jeddah
College Of Advertising
كلية الإعلان بجدة

2021



Since 2011



Accredited by the International Advertising Association
New York City





JCA Vision

To be recognized as a leading college of advertising in the Kingdom of Saudi Arabia and in the Gulf, region delivering leading-edge and practical education

JCA builds skillsthrough academia as well as practice. Our skills capitalize on:

Market Opportunity

Social Responsibility

Research

JCA Majors

Advertising Management

Advertising Communication

Advertising Creative Design



Management |

Client Service

Research

Brand Management



Communication

Film/edit

Media Plan

Strategy



Creative Design

Artwork

Design

Storyboard

Summer Courses Abroad



Fondation *Cartier*
pour l'art contemporain



Summer Courses





Summer Courses





JCA Clubs

- Film Club
- Art Club
- Broadcast Club
- City & Creativity Club

THEY SAY: BUT FIRST COFFEE..

WE SAY: BUT FIRST RESEARCH


Research Unit




The Research Unit proposes to include various activities such as joint publications and seminars, and to create a professional network to support the development of advertising in KSA





JCA Workshops



 Adobe Creative Cloud
 Adobe InDesign CC 2018
 With **ACI MANAL SHANABLEH**





TypogrApHY

Male Campus February 14, 2018 2:00 PM - 6:00 PM	Female Campus February 15, 2018 2:00 PM - 6:00 PM	For Reservation Contact Ms. Adwaas Bagader a.bagader@ubt.edu.sa
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 COMMUNITY
 PROFESSIONAL

 Certified Instructor
 INDESIGN CC


Principles of Character Ideation & Design


مبادئ تصميم الشخصيات
 By: @Mahmoudzaini

Workshop Outcomes:


- Rough original character profiles
- Rough original character designs
- Explorations sketches
- Character profile sheet
- Character design sheet
- Ability to think critically
- Knowledge of character traits
- Ability to break loose from previous norms






\$ 300 SR 19/2/2018 From 2 - 6 PM JCA Sari

For Reservation Contact A.bagader@ubt.edu.sa


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2 DAYS WORKSHOP

3D DESIGN FOUNDATION

BY MR. OBADAH HASHEM

LAB 1 - JCA SARI

300 SR

THURSDAY, AUGUST 2
SUNDAY, AUGUST 5
9AM - 11AM

The poster features a light beige background with large, overlapping circles in shades of purple and orange. Various geometric shapes are scattered around, including a red 'X', a blue cube, a wavy line, a cluster of red dots, a red triangle, and a cluster of black dots. A small red wavy line is also present at the bottom right.

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“A villain is just a victim whose story
hasn't been told”

History is filled of untold stories:

Free
Rewrite workshop

by
Dr.Eiman Kurdi

📅 Thursday, 2nd of Aug
📍 JCA Design Studio
🕒 13:00 - 15:00



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UBT
جامعة بترول وغاز
University of Petroleum & Gas

B

ورشة عمل :
النصوير الضوئي

- الاضاء واهميتها
- مجالات وانواع التصوير
- مكونات الكاميرا وانواعها
- تكوين الصورة
- الادوات الداعمها
- تطبيق عملي
- معالجة الصورة

Fahad Bassudi
للمصور

Fahad M. Bassudi

9SS CREATIVE™

**CONCEPT DEVELOPMENT
INCEPTION TO EXECUTION**

By Ahmad M Alammary
Design Management, MPS

November 7 2017
JCA- Sari St- Design Studio
2-6 PM
600 SAR

For Inquires
Contact Ms. Adwaa Bagader at a.bagader@UBT.EDU.SA

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JCA Initiatives



National Day Campaign
2017



National Day Campaign 2018





JCA Car Academy





Forward Exhibition 2017





Forward Exhibition 2018





Forward Exhibition 2018





JCA Trips



IAA 2014 . 2015 . 2016



Dubai Lynx 2014 .2015 .2016 .2017 .2018 .2019



Dubai Design Week 2017. 2018



Janadriyah Festival Riyadh 2018



We believe in our students, and we try our very best to guide, support and bring them golden opportunities because “They are The Future”.

Business Development Department

Industry Relations Unit

Media Production Unit



Industry Relations Unit



Our Philosophy

We welcome and support real life projects to develop our students' skills and expand their knowledge to be leaders in the advertising industry



Our Services



Marketing Strategy



Media Strategy



Market Research



IMC Campaigns



Corporate Social
Responsibility



Branded Content



Event Management



Branding & Designs



Digital Marketing



Our Clients



STC
الاتصالات السعودية



MANUEL[®]
MARKET
منويع
ماركت



GLAMBOX







Media Relations



arab news





Saudi Gazette



Where
are
our
Graduates?



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Mercedes-Benz





Media Production Unit



Our Mission

To adapt advertising content and storytelling to the production industry,
through our students practices and skills



Our Services



Voiceover



Animation Videos



Editing



Photography



Stop Motion Video



Videography



Our Clients



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وزارة الداخلية
الإدارة العامة للمرور



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One Family One Goal



To know more about
our latest news and
activities please
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