Professor Ghassan Aouad
Chancellor of Abu Dhabi University, Past President …
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The Region's First Bachelor of Arts Degree in Video Game Design

The **Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi)**, **Abu Dhabi University** (ADU), and **Rubika** have signed an agreement to establish a dual-certified Bachelor of Arts degree program in Video Game Design, launching in the upcoming academic year. This marks a significant milestone in the growth of Abu Dhabi's creative industries.

The agreement, signed by His Excellency Saeed Ali Al Fazari, Director of Strategic Affairs at DCT Abu Dhabi, Professor Ghassan Aouad, Chancellor of Abu Dhabi University, and Dr. **Stephane Andre** CEO of Rubika, formalizes a three-way partnership that combines world-class academic delivery, industry integration, and international expertise to build a future-ready talent pipeline for the region's burgeoning gaming and interactive media sectors.

His Excellency Saeed Ali Al Fazari said: "This agreement to launch the region's first Bachelor of Arts degree in Game Design aligns with DCT Abu Dhabi's strategic priorities to elevate culture and creative industries in the emirate, as well as to inspire and empower youth. Additionally, DCT Abu Dhabi will fund up to 140 scholarships over a six-year period to support access and participation in the program."

Rubika, a globally recognized French institution specializing in video game design, animation, and digital arts, will provide academic leadership, curriculum oversight, and faculty training. The school will also facilitate international exchange opportunities with its global campuses, bringing international best practices to Abu Dhabi. Dr. Stephane Andre, CEO of Rubika, said: "Establishing a partnership with ADU and DCT Abu Dhabi is a tremendous opportunity for Rubika. We have long been seeking a trusted partner in the Emirates."

Abu Dhabi University will host the program on campus, ensuring its alignment with national accreditation standards while delivering a comprehensive academic experience grounded in innovation and practical application. Professor Ghassan Aouad, Chancellor of Abu Dhabi University, said: "At Abu Dhabi University, we are committed to delivering future-focused academic programs that directly support the UAE's innovation agenda."

Together, the partners aim to position Abu Dhabi as a center of excellence for game design education, equipping students with globally competitive skills while supporting the emirate's wider ambitions to diversify its economy through culture, creativity, and innovation.

Many thanks to Dean Dr. **Sreethi Nair** and colleagues in the College of Arts, Education, and Social Sciences, as well as VC Dr. **Hamad Odhabi**, Dr. **Wissam Mouawad**, Dr. **Prasad Nunna**, and **Dr. Mohammed Razik Parakandi**, Director of Accreditation.

For more information, please contact us at 600-550003 or email us at **admissions@adu.ac.ae**.

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