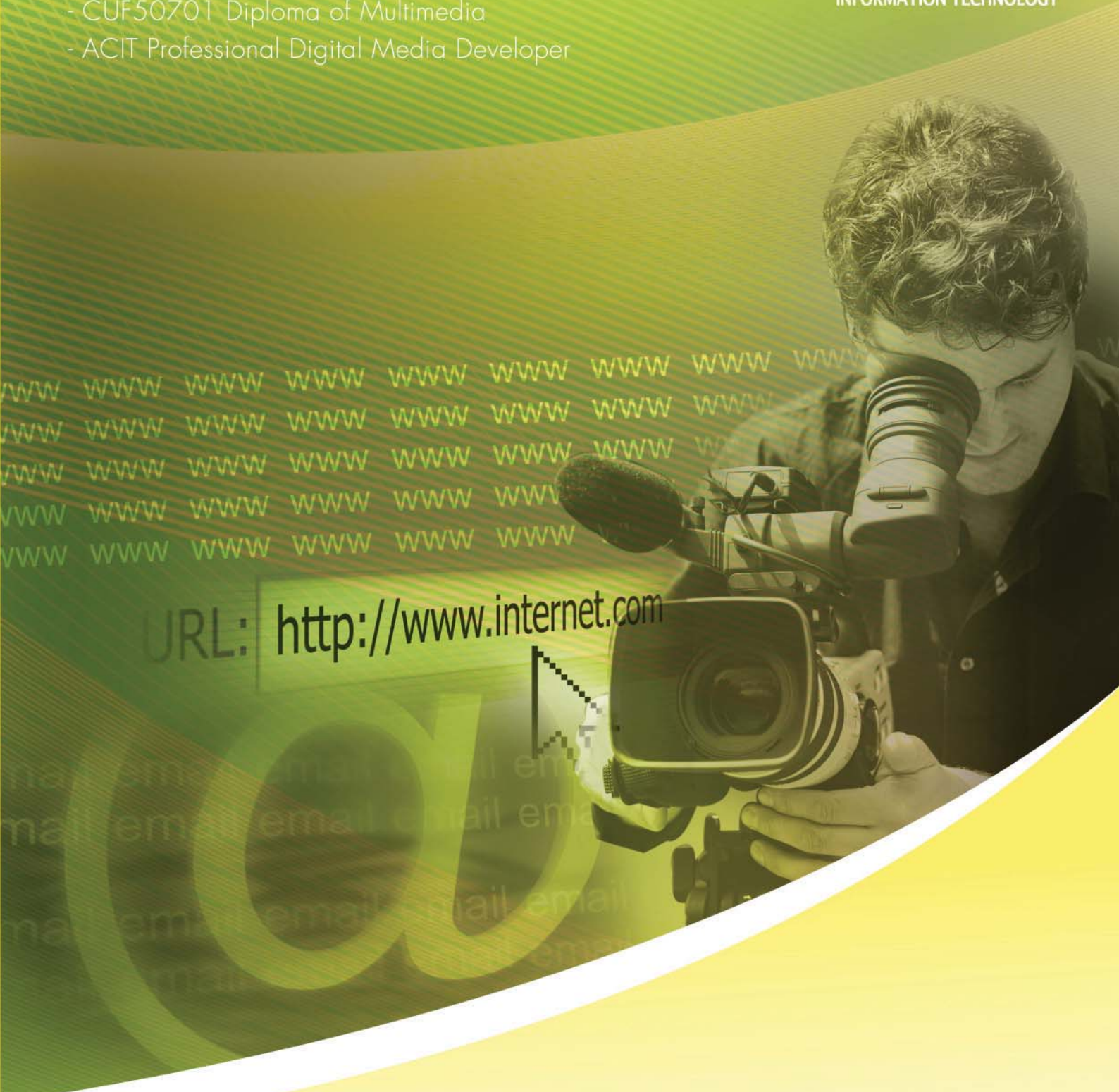


# DIGITAL MEDIA DEVELOPER WEB/FILM AND TELEVISION

- CUF50701 Diploma of Multimedia
- ACIT Professional Digital Media Developer



Australian College of Information Technology

**CREATING WORLD CLASS I.T. PROFESSIONALS SINCE 1995**

CRICOS Provider Code 02771G



## OVERVIEW

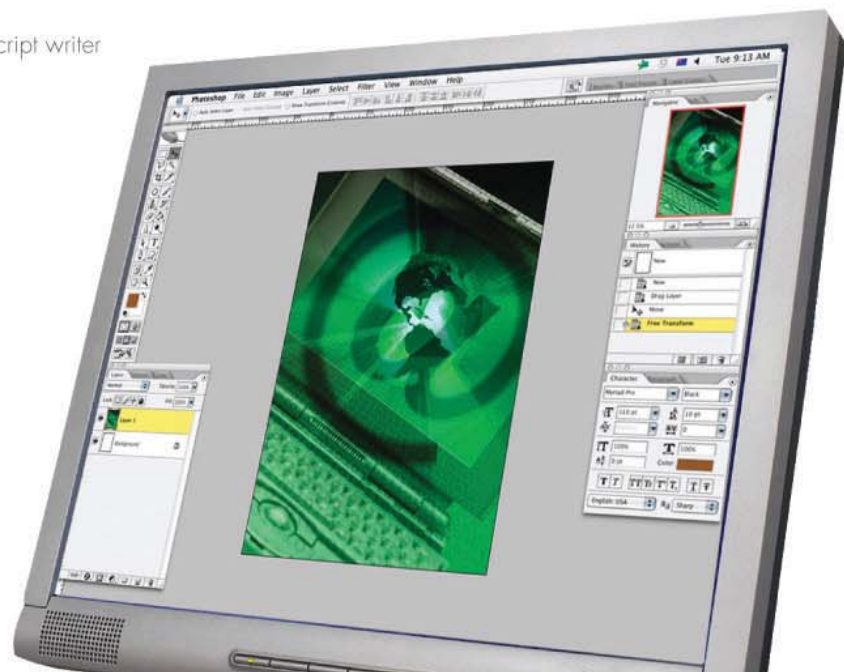
This course provides students with the knowledge and skills in graphic design, digital video, Internet and interactive multimedia technologies. The focus is towards the creation of digital video and multimedia resources for a range of industry and applications.

The content addresses skills in industry standard camera handling techniques, video equipment operation, Internet and multimedia development such as 2D animation, multimedia authoring, virtual reality production, industry issues, multimedia design concepts, multimedia production techniques. Creative design concepts using Photoshop and Illustrator. The course will provide a broader skill base with programming skills such as XHTML, JavaScript, and Flash Action Script.

The course incorporates extensive project work covering areas of graphic design, video production, post production, authoring, design and project management.

## VOCATIONAL OUTCOMES

- Digital Media Producer
- Video Editor
- Website Designer
- Camera Operator
- Graphic Designer
- Multimedia CD Production
- Advertising Production
- Assistant director of photography
- Assistant director
- Assistant producer
- Editor of vision and sound
- Script writer



# COURSE SUBJECTS

The Diploma of Multimedia contains 10 subjects. Each subject is designed as a self-standing professional course, covering a specific IT subject in detail. Each module consists of a specified number of hours, which may include lectures, tutorials, practical exercises, assignments, and directed private study.

## PRESENTATIONS WITH MS POWERPOINT

This subject introduces the basic features and tools of **Microsoft® Office PowerPoint** including the following:

- Working with tables
- Charts, and diagrams
- Creating multimedia presentations
- Reviewing and sharing presentations
- Preparing a presentation for printing or web publication
- Setting up and delivering slide shows
- Creating presentations
- Working with slides
- Making presentations look consistent
- Working with shapes
- Working with graphics
- Integrating output from other applications.

## CREATIVE DESIGN CONCEPTS/GRAPHIC ART DESIGN

Students will learn creative design techniques using Photoshop. These skills will form the foundation for higher level multimedia and creative design work and will prepare students for a progressive career in the creative design industry.

Topics include:

- Getting Started with Adobe Photoshop CS3
- Working with Layers
- Making Selections
- Incorporating Color Techniques
- Placing Type in an Image
- Using Painting Tools
- Working with Special Layer Functions
- Creating Special Effects with Filters
- Enhancing Specific Selections
- Adjusting Colors
- Using Clipping Masks, Paths, and Shapes
- Transforming Type
- Liquifying an Image
- Performing Image Surgery
- Annotating and Automating an Image
- Creating Images for the Web



## MULTIMEDIA & WEBSITE DESIGN

Students should gain an understanding of how to implement and maintain hypertext-based Websites using authoring and scripting languages; create Web content; use Web management tools and digital media tools; and apply human-factor principles to design.

The skills covered in this Subject are essential for Web authors, marketing and communications professionals, PR professionals, Webmasters, graphic designers, desktop designers, technical writers, and library scientists.

The Subject teaches students how to create and manage Web sites with tools such as **Dreamweaver** and **Flash**, XHTML, and various multimedia and CSS standards. Students will also implement the latest strategies to develop third-generation Web sites, evaluate design tools, discuss future technology standards, and explore the incompatibility issues surrounding current browsers. The course focuses on theory, design and Web construction, along with information architecture concepts, Web project management, scenario development and performance evaluations.

## INDUSTRY PRACTICE

This Subject introduces students to the world of film and television production. The Subject covers an overview of the industry and job roles within this industry. It covers the workplace safety in planning and conducting a film or television shoot.

## SCRIPTING AND STORYBOARDING

Working in conjunction with the camera Subject. Students will be instructed in, as well as have demonstrated for them, the basics of film pre-productions. This will include the elements that are needed to be completed on a production before the cameras roll. They will explore concepts and areas such as script writing, and storyboarding.

## CAMERA/IMAGE ANALYSIS

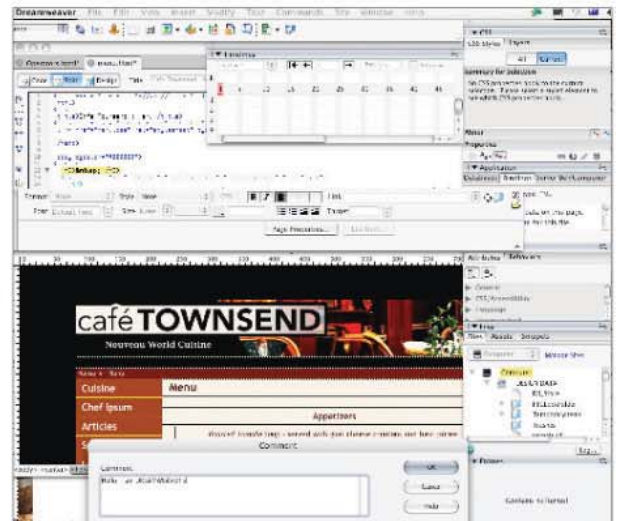
This Subject explores the concepts of image analysis and digital camera techniques. Students will learn the essential basics of camera operations and framing techniques. Student will then apply this knowledge to practical tasks of filming.

## LIGHTING/SOUND

In addition to image analysis and camera techniques, students will also be introduced to the concepts of lighting such as three and four point lighting set ups. To discover how lighting can effect a films overall mood and the best techniques for recording basic audio with digital cameras.

## OCCUPATIONAL HEALTH AND SAFETY REQUIREMENTS

This Subjects has the students investigate the requirements of health and safety issues that can be found in any film or working environment. Students are given materials and handouts regarding health and safety, and encouraged to research the film industry and some of the issues that may arise.



# DIPLOMA OF MULTIMEDIA



NATIONALLY RECOGNISED  
TRAINING

## GROUP PRODUCTION

The students will take the knowledge developed in the first 6 weeks of the course and apply it to a mock production setting. The students will be given a brief and work together to plan, produce, film and edit a full production on their own.

## POST PRODUCTION - EDITING

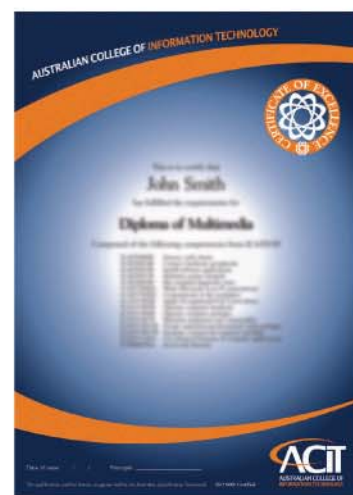
This Subject covers the creative and technical aspects of offline editing. Students should learn shot selection, how to assemble sequences and scenes. How to trim, colour correction, and rearrange shots to get the best possible cut. The content covers the 4 stages of offline editing; assembly, rough cut, fine cut, and picture lock-off.

## INTERNATIONAL STUDENTS PREREQUISITES

- IELTS LEVEL 5.5 (if English is not your first language).
- Australian year 10 or equivalent. Eg. G.C.E. O LEVEL
- Certificate II In Information Technology
- Certificate IV In Information Technology (Multimedia)

### Disclaimer

Offer of course Subjects is subject to student number viability. Information in course summaries is subject to change prior to commencement of course Subjects. This document, together with the pre-enrolment information and course Subject outlines form the full and complete description of this course.





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