

# MULTIMEDIA WEBSITE DESIGNER

- ICA40805 Certificate IV in Information Technology (Multimedia)
- ACIT Professional Website Designer



Australian College of Information Technology

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

CRICOS Provider Code 02771G



## OVERVIEW

This Certificate IV in Information Technology (Multimedia) is for anyone seeking a successful career in Web Design, creating multimedia for the Internet or other forms of digital distribution. The course provides students with skills in Internet and interactive multimedia technologies. The focus is towards the creation of multimedia resources for a range of industry and business applications.

The content addresses skills in industry standard Internet and multimedia development such as 2D animation, multimedia authoring, virtual reality production, industry issues, multimedia design concepts and multimedia production techniques. The course will provide a broader skill base with an understanding of programming skills such as HTML, JavaScript, and Flash Action Script.

The course incorporates extensive project work covering areas of Web authoring, design and publishing.

## VOCATIONAL OUTCOMES

- Digital Media Producer
- Multimedia Designer
- Website Designer
- Multimedia Developer
- Graphic Designer
- Multimedia CD Production
- Advertising Production
- Multimedia Author



## COURSE SUBJECT

The Certificate IV in Information Technology (Multimedia) contains 11 subjects. Each subject is designed as a self-standing professional course, covering a specific IT subject in detail. Each subject consists of a specified number of hours, which may include lectures, tutorials, practical exercises, assignments, and directed private study.

## 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

## FIREWORKS

This subject recognises the unique learning environment of design students who need to master Web design and development concepts at both the technical and artistic levels. Students will learn how to create professional looking Web graphics that incorporate animation and interactivity using **Fireworks**.

Topics include:

- Getting Started with Fireworks
- Working with Objects
- Importing, Selecting, and Modifying Graphics
- Modifying Pixels and Manipulating Images
- Working with Interactivity
- Creating Animation
- Creating Sophisticated Web Page Navigation
- Enhancing Productivity



## GET GOING WITH WEBPAGES

Students should be able to create a simple website using **HTML**. The Subject covers: Basic components of the World Wide Web, HTML, creating and structuring a HTML document, how to add graphics to HTML documents, how to use background graphics, Hyperlinks: internal/external anchors and references, creating tables, frames, style sheets, response and evaluation forms.

## WEB INTERFACE DESIGN

Web Interface Design provides a valuable introduction to the design fundamentals at work in all well-designed Web sites. The subject delivers a solid design foundation in layout, typography, color, and usability. While recognizing the importance of **Flash™** and **JavaScript**, the subject stresses that success comes from understanding design principles and how they apply to the world of the Web. The subject teaches the design theory that is essential to knowing how and why to use different Web effects.

## XHTML WEBPAGES

Students gain experience developing Web pages in a text editor. Students also learn how to use Cascading Style Sheets (CSS) and study the basics of Extensible Hypertext Markup Language (XHTML), JavaScript, Dynamic HTML (DHTML), and the Document Object Model (DOM). After completing this course, students will be able to create simple Web pages containing text, graphics, hyperlinks, tables, forms and frames.



## DREAMWEAVER

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 apply human-factor principles to design. The skills covered in this Subject are essential for Web authors, marketing and communications professionals, PR professionals, Webmasters, desktop designers, technical writers, and library scientists. The Subject teaches students how to create and manage Websites with **Dreamweaver**. Students will also implement the latest strategies to develop third-generation Websites, 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. Topics include:

- Website Development and Dreamweaver 8
- Creating a Dreamweaver Web Page and Local Site
- Adding Web Pages, Links, and Images
- Tables and Page Layout
- Forms
- Templates and Style Sheets
- Layers, Image Maps, and Navigation Bars
- Page Layout with Frames
- Animation and Behaviours
- Media Objects
- Dreamweaver Web Photo Album



## JAVASCRIPT

Since its inception, JavaScript has grown from a utility language into a powerful interactive tool for the Internet. Today, it is difficult to find web pages that do not use some form of JavaScript to enhance the Internet experience. The use of JavaScript bypasses the traditional limitations of the HTML family and transforms web media into enriched multimedia content. It has become essential in E-Commerce where information transactions rely on intuitive interfaces to secure successful and smooth business integration. JavaScript is an ideal language to learn the basics of programming and this Subject teaches the student essential skills that could build a path to more complex languages.

## DESIGN PROJECT I

The design project provides the opportunity for students to integrate and coordinate their knowledge and skills within a substantial practical project. Students will have the opportunity to utilise the skills gained in the preceding subjects to produce tangible outputs. Projects may be undertaken for a real-world client. The project will involve the design and development of a marketing orientated Website.



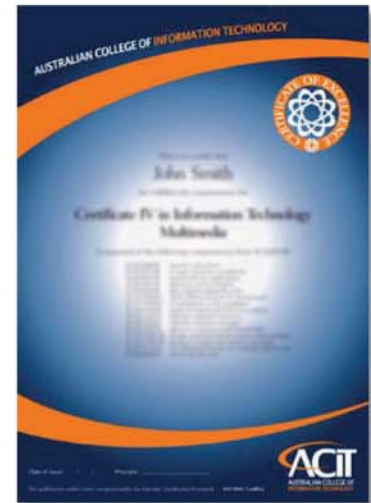
# CERTIFICATE IV IN IT MULTIMEDIA



## FLASH

Students will learn how to create professional looking Web graphics that incorporate animation and interactivity using **Flash**. Topics include:

- Getting Started with Flash
- Drawing Objects in Flash
- Working with Symbols and Interactivity
- Creating Animations
- Creating Special Effects
- Preparing and Publishing Movies
- Importing and Modifying Graphics
- Building Complex Animations
- Using ActionScript
- Adding Sound and Video
- Using Advanced ActionScript
- Working with Behaviours and Components



## DESIGN PROJECT II

The design project provides the opportunity for students to further integrate and coordinate their knowledge and skills within a substantial practical project. Students will have the opportunity to utilise the skills gained in the preceding subjects to produce tangible outputs. Projects may be undertaken for a real-world client and may be a further development of the same project undertaken in Project I.

Students should gain an understanding of how to behave ethically in an information technology and web development environment.

## PROFESSIONAL PRACTICE

In this subject students learn to conduct research in order to access, increase and update knowledge of the film, television, radio and multimedia industry, including the role of different industry sectors, and the impacts of changing technology. This knowledge underpins effective performance in all sectors. In undertaking research tasks students will:

- Seek information on the structure and operation of the industry
- Seek information on industry employment obligations and opportunities
- Seek information on new technology
- Apply informal and formal research to update general knowledge of the industry

## 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

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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