

Advanced Diploma of Screen and Media

CRICOS: 067300A, Course: CUF60107

This course provides specialist industry training through an integrated program of electronic design, interactive media, computer animation, 3D games and scenes, three-dimensional modelling, digital imaging, games design, computer art, web page design, digital video and sound.

The course includes industry visits and seminars, specialised workshops under instruction from relevant industry practitioners and guest speakers discussing current trends. The second year of study focuses on building individual skills to meet the needs of industry through several major projects which are aligned to industry outcomes. Industry work is secured for students to undertake for these projects. This has the advantage of networking with industry and producing products that will enhance employment opportunities. Please note: this is not an IT platform based course.

DURATION

3 years (Including Certificate IV in Screen and Media)

COST (2012 Intake)

\$10,400 Yr 1 + \$290 Materials Fee
\$13,400 Yr 2 & 3 + \$930 Materials Fee

INTAKE

February

ADMISSION

Equivalent Academic IELTS 5.5
Equivalent Year 12
Folio – Provide samples of work demonstrating a range of design and visual problem solving which must include developmental processes and finished projects.

CAMPUS

Frankston and Dandenong

TEACHING METHODS

Supervised classroom delivery, lectures, self-paced learning, structured unsupervised delivery, supervised practical components, field trips, industry visits, visiting artists, workshops and an art camp.

STUDY AREAS

Competencies are incorporated into project based work in the areas of web, digital video, print, 2D & 3D animation, interactives, game design and research projects. The competencies may change in response to industry demands.

The Advanced Diploma of Multimedia delivers the program through learning segments in which the course competencies are embedded. These learning segments include:

FIRST YEAR

Print In Design: Photoshop and Illustrator

A variety of projects are set to cover areas of the publishing industry, i.e. Prepress which includes scanning processes, offset and digital printing processes, image manipulation and enhancement, preparing files for publication for video TV or print, and colour models to suit the video Web TV and print industries. A series of projects, which may include poster and magazine design, screen titles for video/film. Preparation of scenes and actions for games and web, and images/animations for mobile phone technology.

Digital Video

Final Cut Pro Studio, DV video cameras, lighting and sound equipment provides an introduction to digital video script writing, editing and production methods using a variety of cameras and associated equipment and software finalising and editing projects in Final Cut Pro. Visual effects, lighting and sound are also covered. Also suitable file formats for saving work is investigated.

Animation

Photoshop, Director, Frame Thief & DV camera, lights, drawing boards

An introduction to the principles and techniques of animation. Different methods of animation i.e.: 2D animation, stop motion and claymation. Some areas covered in animation are scrolling backgrounds lip synchronization. Walk cycles and visual effects and storyboarding are also covered. Principles applied here are carried over into 3D animation games design, video and interactives

Interactives – Director / Flash

An introduction to “games industry” and “game design” also digital information dissemination and interface design are investigated. This area investigates how to program interactive events using lingo, java behaviour and action scripting to control a range of functions within an interactive production. Areas which may be explored are, information kiosks, educational games, recreational games, etc.

3D Design – Maya

An introduction to 3D animation using Maya. A variety of projects are set to gain knowledge of animating, image and model making. Areas included are texture mapping, Hierarchical structures, motion dynamics and polygonal modelling.

Web Design - Flash, Dreamweaver, CSS & html

An introduction to the variety of software used in construction and design of a functional website, interface design, navigation and interactivity. Also explores how to set up and maintain a web site with a commercial web provider.

Intellectual Property

Provides a basic knowledge of copyright requirements that effect creative works, licensing rights and contractual agreements. It is intended to highlight the importance for people in this industry continuously research the changing laws and regulations effecting copyright regulations in our industry.

OH &S

Occupational, Health & Safety is designed to reinforce an awareness of health and safety regulations that govern the relevant segments of the Multimedia industries. As the industry is so diverse and ever changing students are shown how to access current information which is controlled by government regulation.

Industry Experience

To seek information on the structure and operation of the multimedia industry, we visit a variety of production houses plus we arrange for industry based visiting artists/practitioners for workshops and lectures. This overview of the industry allows greater insight to the

professional practices within the industry which should then be translated into future research projects. To reinforce this segment we also deliver processes and techniques used that are similar to the particular industry visits.

Design

Provides a basic knowledge which includes research of design processes using a variety of creative techniques to generate ideas and produce rendered works suitable to different disciplines within Multimedia. This area also highlights the design differences and similarities required within the industry.

SECOND YEAR

Business Management

Provides students with knowledge about the processes and procedures of promoting themselves to industry and small business. A business strategy is then developed to highlight the operations and maintenance of a small business. A promotional marketing package is designed, published and displayed at the industry evening and exhibition.

Major Project 1 (6 weeks)

All competencies listed in the second year of the training are combined to create an environment whereby a self directed research project is developed in conjunction the business component of the course. This major research project takes into account a combination of interactives, animation, web, design processes to form the basis of the work generated.

Major Project 2 (10 weeks)

The Major project is an extension and runs parallel with the Major project 1 combining all second year competencies to create a self driven project where the student is expected to document, log and provide evidence of their research within a particular area of interest, eg: animated 3D video, a five minute film, web sites, a children's interactive book or game that is of a quality that meets industry standards. They must also submit a business plan based on their project. Each student is also working toward and preparing for an industry exhibition.

Exhibition Production

Final year students organise and prepare and curate an exhibition to showcase their folio of work to industry and colleagues, students then evaluate and determine their final product.

ASSESSMENT

Classroom participation and accumulative projects, assessments and folio presentations at the end of each semester. Participation in the final year exhibition.

FEATURES

Two high end MacIntosh labs, video and lighting equipment large format printers and scanners allow for the delivery of realistic work related projects in the video, games, animation and print industries using industry standard software to achieve realistic outcomes in a supportive pro studio environment. Activities include industry visits, professional workshops & visiting artists program culminating with an external industry based exhibition at the end of the year. Staff are not only committed teachers, but many also operate as practitioners within the field of multimedia.

CAREER OPPORTUNITIES

Managing major projects, evaluating multimedia products, managing multimedia projects, writing for multimedia, editing on-line, designing games, designing for multimedia, business management. Working as a video and sound producer. Animator in 2D or 3D. Film director/producer. Web designer.

FURTHER STUDY

At the completion of the course students are job ready and employable however some students continue on to further studies in related University Degree courses. Past students have been offered 1 to 2 years recognition of this course towards Credits into a degree course

STAFF

A highly motivated and dedicated team deliver this program. The staff are well respected industry practitioners and have been chosen for their expertise and educational knowledge.

Certificate IV in Screen & Media

CRICOS: 067295D, Course: CUF40107

This hands-on, industry-based course allows students to further develop their art, media and design skills for media clients that increasingly demand multiple areas of expertise. This course delivers projects that are mastered to a showreel DVD showcasing compelling, creative content that will lead to work opportunities in animation, video, multimedia, and new media production, or further study in related fields. It incorporates writing for screen, 2D and 3D animation, HD video and sound production, and delivers to emerging new media technologies.

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STUDY COMPONENTS AND AREAS

Industry Knowledge

This study area describes the skills and knowledge required to access, increase and update knowledge of the film, television, radio and multimedia industry, including the role of different industry sectors, and the impact of changing technology. This knowledge underpins effective performance in all sectors

Occupational Health, Safety & Security Procedures

This study component describes the skills and knowledge which everyone in the workplace must have in order to work safely. It covers a range of industry contexts involving a variety of different conditions and hazards.

Working in a Team

This study component describes the skills and knowledge needed to work harmoniously and effectively with team members, colleagues and others in a work environment. This unit is imported from the entertainment industry training package, with necessary changes made to the range of variables and evidence guide statements ensuring its relevance to the other sectors of the cultural industries.

Video

This study area describes the skills and knowledge required to use techniques, materials and equipment for the production of video art. As such the unit covers general knowledge and the application of basic techniques, which would generally be nominated by the supervisor. It is a specialisation unit and refers to specific art forms. This work would usually be carried out under supervision.

Drawing Techniques

This area practices and applies the skills and knowledge required to develop drawings for animation and storyboarding. This is a core unit which complements all the specialisation units such as 2D Animation 3D animation and creating story boards to describe work flow for video production

Sound Design

This unit develops the skills and knowledge required to use sound design from a brief for a production in video and animation.

2D Digital Animation

This unit describes the skills and knowledge required to use digital animation techniques and industry standard software to create 2D animation for a range of media applications.

Production & Manipulation Of Digital Images

This unit describes the skills and knowledge required to produce and manipulate a wide range of digital images for multimedia production.

Writing Content

This unit practices and develops the skills and knowledge required to write content and / or copy for use in such productions as advertisements , Presentations video productions and 2D & 3D animation and any other form of industrial writing for any production within the cultural industries.

Creating 3D Digital Animation

This unit describes the skills and knowledge required to use digital animation techniques and industry standard software to create 3D digital animation for a range of media applications with the cultural industries.

ASSESSMENT

As assignments are completed the staff will assess the result based on the assessment criteria of the nationally accredited training package. For the Certificate in Screen & Multimedia documented comment is provided for each project completed. At the completion of each semester all work is re-presented for a final folio assessment. The assessment of the

final folio is by a panel of staff. Successful completion of each subject will depend upon a combined assessment of the submitted folio and accumulated yearly results.

FEATURES

A studio-based environment allows for a simulated work practice throughout the delivery. A high end MacIntosh studio environment allows for the delivery of work projects using industry standard software programs with realistic outcomes. Staff are not only fully committed teachers but many also operate as practitioners within the field of multimedia.

Other features are:

- Visiting Practitioner talks and practical workshops
- Industry based visits

CAREER OPPORTUNITIES

Assistant to Animation Artist, Animator - Film and Television, Video Operator, Cartoonist, Multimedia Artist

FURTHER STUDY

Diploma of Visual Arts, Graphic Art and University Degree Animation programs

Need more information? Want to apply?

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Please note: All information is correct at time of publication (November 2011). Chisholm Institute reserves the right to alter this information and/or withdraw courses listed.