

DIPLOMA IN MULTIMEDIA ARTS

This program will provide you the software skills, design knowledge, and professional portfolio needed to effectively compete in this exciting and dynamic field. You'll gain a foundation in visual design, motion graphics, and digital video that you can use in Web-based media projects and beyond. At the end of the program, you will have developed a portfolio of highly engaging and interactive multimedia pieces.



Multimedia art course topics include training in Cinema 4D, Adobe Premiere Pro and Adobe After Effects alongside motion theory, digital video editing, digital video production, and motion graphics.

DURATION: 18-24 months

Designed for the busy adult learner, this program can be customized to fit your experience level and can be completed in six months on a part time basis. If you need more time, there is an painless extension policy for an additional 12 months.

MODULES:

1. DIGITAL IMAGING TECHNIQUES

Adobe Photoshop is the premiere image manipulation tool for print design, Web design, and photography. It's a must-know if you're planning to work with photos or design projects at any level. This six-lesson course starts you off with the basics of the Photoshop interface and quickly gets you working on hands-on projects based on

real-world design scenarios.

You'll learn to choose and use the best techniques for common Photoshop jobs including selecting and isolating objects, creating image composites, masking and vignetting images, setting typography, and improving images with retouching and effects

2. PRINCIPLES OF MOTION

All art is communication, and Intro to Motion explores how to apply the science of movement to the creation of sophisticated, convincing motion art. Students will analyze fundamental concepts of physics, and learn how different varieties of motion art rely on these concepts to wow viewers. They'll learn how motion is recreated using sequential art, video, 2D animation, and 3D animation, and students examine the 12 essential principles of animation including squash and stretch, anticipation, and exaggeration.

3. DIGITAL VIDEO PRODUCTION & EDITING

In this 6-lesson course, you'll explore the many facets of planning and shooting digital videos. You'll learn how to control white balance, aperture, and shutter speed, to get high quality images. You'll explore the different types of shots and camera motion techniques used by the pros and learn how to do location scouting, plan props, wardrobe, and sets, and work with talent.

Editing film and video is about movement, choreography, the play of light, color, and graphics. And beyond all that, it's all about psychology. In this 6-lesson course, you'll learn the art and craft of editing videos from two award-winning filmmakers. The course explores techniques that can be applied in a range of non-linear editing programs, including Adobe Premiere Pro. But the main focus is not just on developing software skills; it's on exploring the magic behind video modification.

4. MOTION GRAPHICS & COMPOSITING

Adobe After Effects is a powerful application used to create motion graphics and visual effects for film and video. After Effects is used in a variety of contexts, including broadcast graphics, music videos, feature films, video rotoscoping, corporate presentations, and conferences.

In this course, you'll study and learn how to use After Effects to create sophisticated motion graphics—using text and object animations, compositing videos and images, and adding audio and effects. You'll learn how to set keyframes on a timeline and

work with transform properties, motion paths, masks, and effects, developing a solid foundation in this increasingly popular and versatile program.

5. 3D MODELING & ANIMATION

Course Description: This course will introduce you to Maxon's Cinema 4D and the world of 3D modeling and basic animation. Cinema 4D is a premiere 3D application that fits seamlessly into any broadcast and film animation pipeline. Fitting hand in hand with After Effects, Photoshop, Illustrator, Premiere Pro, you'll be able to add a new dimension of design to all of your work. Concepts learned in this class can help you for other courses including animation, compositing, set design and art direction.

EXAM PROCEDURE:

The Question paper will comprise of 50 multiple choice questions carrying One Mark (1 mark) each. Making a total of 60 marks and an essay section worth 40 marks.

PROJECT:

Prior to the exam, students will be given a 3 week project which will be submitted to Animaster Academy on DVD or would be uploaded on Ace College's *Dropbox* Account for the examining body's access. The project will involve research, production and will allow students to showcase their technical skills learnt over the course period. The final project will carry **100 marks**. Animaster Academy website: **www.animaster.com**