

MULTIMEDIA ARTS PROFESSIONAL CERTIFICATE



Multimedia Arts Program gives students a foundation in visual design, motion graphics, and digital video that you can use in screen-based media projects and beyond. At the end of the program, you will have learnt the techniques to develop a portfolio of highly engaging and interactive multimedia pieces. Multimedia art course topics include training in Adobe Premiere Pro and Adobe After Effects alongside motion theory, digital video editing, digital video production, and motion graphics.

1. UNDERSTANDING MULTIMEDIA?

- Define common multimedia terms such as multimedia, integration, interactive, HTML, and authoring and qualify the characteristics of multimedia: nonlinear versus linear content
- Describe several different environments in which multimedia might be used, and several different aspects of multimedia that provide a benefit over other forms of information presentation
- Describe the primary multimedia delivery methods— the Internet, wireless, CD-ROM, and DVD— as well as cite the history of multimedia and note important projected changes in the future of multimedia

2. THE ESSENTIALS OF TYPOGRAPHY AND TIME

- Writing Systems and the Roman Capital
- Types of Type: The Anatomy of a Typeface
- Kerning, Tracking, and Leading
- Design Blocks: Choosing a Layout
- Using a Grid System
- Establishing and Occupying Your Grid
- Breaking the Grid
- Readability: Titles at the Movies, Online, and on Your Cell Phone
- Cone of Vision and Screen Dimension
- Font Size and Distance

3. LIGHTS, COLOR, AND CLARITY

- Understanding Color Theory
- Color Systems
- Primary, Secondary, and Tertiary; Hue, Brightness and Saturation
- Color Harmonies
- Color Contrasts: Color and Type Combinations That Work
- Understanding Light and Color Temperature
- Color-Balancing Film and Video Cameras
- Qualities of Light: Size, Distance, Angle, and Color
- Functions of Lights
- Computer-Generated Lighting

4. DIGITAL IMAGING FUNDAMENTALS

APPLICATION: ADOBE PHOTOSHOP

- The role of Photoshop in design projects.
- How bitmap images are edited.
- Use layers to manage complex artwork in Photoshop.
- Select areas of an image using basic selection tools.
- Perform basic modifications on selected areas of an image.
- Learn to select complex areas using Quick Mask mode.
- Learn to input and format text using the Type tool, the Character palette, and the Paragraph palette.
- Learn to adjust lighting in a photo using an adjustment layer.
- Create a composite from a variety of images.
- Using Photoshop Layer Styles with Type
Adding and Adjusting Layer Styles: Using Global Light, Contour, Drop Shadow, Inner Shadow, Outer Glow, Inner Glow, Bevel and Emboss, Satin, Color Overlay, Gradient Overlay, Pattern Overlay, Stroke
- Learn to use the Healing Brush tool and Patch tool to retouch blemishes in photographs.
- Learn to use the Color Replacement tool to change the hue of an area of a photo.
- Apply a Shadow/Highlight adjustment to quickly repair lighting problems in a photo.
- Learn to use Levels and Curves for precision lighting and color correction.
- Learn to use a variety of Filters to create abstract artwork and modify its properties.
- Explore the settings available in the advanced Brushes palette.
- Learn to create and save custom brushes.
- Create a photo-realistic image using custom brushes.

5. MOTION GRAPHICS & VISUAL EFFECTS

APPLICATION: ADOBE AFTEREFFECTS

- Introduction to After Effects
- Understanding the After Effects user interface
- Using Dynamic Link from Adobe Premiere Pro to After Effects
- Using RAM Preview
- Working with Text and Animation presets in After Effects
- Using Dynamic Link from After Effects to Adobe Premiere Pro
- Creating a motion graphic with AE
- Creating a new Composition and working with layers
- Creating 3D Extrusions in AE
- Using Transfer Modes
- Understanding and Applying Motion Blur
- Adding and Animating Effects
- Creating Static and Animated Masks
- Integrating your AE composition into your Premiere Pro Timeline
- Creating Title Cards
- Creating Lower Third Titles

6. INTRODUCTION TO SOUND & PROJECT INTEGRATION

APPLICATIONS: ADOBE AFTEREFFECTS & AUDITION/ WAVE EDITOR

- Describe the components and measurements of sound
- Characteristics of Sound: Pitch, Tone and Amplitude
- Use digital audio to record, process, and edit sound
- Use MIDI and understand its attributes, especially relative to digitized audio
- Compare and contrast the use of MIDI and digitized audio in a multimedia production
- List the important steps and considerations in recording and editing digital audio
- Determine which audio file formats are best used in a multimedia project
- Understand the difference between audio clip editing and audio track editing
- Key frame the relative loudness of an audio clip in Adobe Premiere Pro
- Send audio clips between Adobe Premiere Pro and Adobe Audition
- Apply noise reduction to audio clips in Audition
- Create and export a final audio mix down in Audition
- Add a final audio mix down to a sequence in Adobe Premiere Pro
- Audio Integration with After Effects
- Tutorial: Adding Music and Sound Effects in After Effects

7. ADOBE PREMIERE PRO FUNDAMENTALS

APPLICATION: ADOBE PREMIERE PRO

- About Adobe Premiere Pro
- Creating a new project in Adobe Premiere Pro
- Importing footage and other media using the Media Browser
- Understanding the Project panel
- Interpreting Footage
- Creating bins and Viewing your footage
- About sub clips
- Creating the first sequence: Working in the Timeline
- Working with audio and Refining your story

- Using Markers and Snap
- Finishing Your Rough Edit

8. ADVANCED VIDEO EDITING TECHNIQUES

- Versioning your edit
- Adding transitions
- Creating effects in Adobe Premiere Pro
- Adding titles with the Adobe Premiere Pro Title tool
- Stabilizing footage with the Warp Stabilizer
- Rendering your timeline

9. FINISHING, RENDERING & OUTPUTTING

- Preserving your final audio edit in Adobe Premiere Pro
- The basics of color correction
- Using color-correction techniques in Adobe Premiere Pro
- About SpeedGrade
- Understanding compression and other factors for exporting files
- Exporting the final output with Adobe Premiere Pro
- About Adobe Media Encoder
- Rendering your compositions in After Effects

10. AUTHORIZING FOR DVD AND BLU-RAY

APPLICATION: ADOBE ENCORE

- Preparing your final output sequence in Adobe Premiere Pro
- About Adobe Encore
- Using Dynamic Link to send your edit to Encore
- Overview of DVD navigation
- Programming navigation in DVD menus
- Adding motion to DVD menus
- Testing your project
- Outputting your DVD or Blu-ray Disc

SOFTWARE APPLICATIONS :

- **Adobe After Effects**
- **Adobe Premiere Pro**
- **Adobe Photoshop**
- **Adobe Encore and Adobe Audition**

EXAMINATIONS:

Core Examinable subject Papers:

Subject Code

- | | |
|---|--------------|
| • Digital Imaging Fundamentals | MA001 |
| • Multimedia & Digital Video Production Fundamentals | MA002 |
| • Motion Graphics Fundamentals | MA003 |

EXAM PROCEDURE: The Question paper will comprise of 60 multiple choice questions carrying One Mark (1 mark) each. Making a total of **60 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 **40 marks**. Total marks for question paper theory and project = **100 marks**. Animaster Academy website:

www.animaster.com
