

**CENTER FOR PROFESSIONAL DEVELOPMENT****MULTIMEDIA DESIGN CERTIFICATE**

360 Hours/9 Months/Instructor-Facilitated

Course Code: **CPD094****OVERVIEW**

Looking to launch your career in multimedia art and design? The Multimedia Design Online Training Program equips you with the fundamental technical and conceptual skills for this challenging interdisciplinary environment.

You'll gain proficiency in the core tools for interactive development: Adobe Photoshop, Premiere Pro, and After Effects, and you'll learn to shoot and edit digital video. You'll also discover how to create images, pages, and motion graphics for Web-based multimedia.

Hands-on projects focus on essential skills and provide you with experience in working in a broad range of media. Class assignments include digital image retouching and compositing, Web pages and interfaces, scripted and documentary video-making, color and typography studies, video and audio editing, and motion graphics.

**OBJECTIVES**

As a student, you will learn the following:

**Digital Imaging**

Your work will demonstrate entry-level professional Photoshop skills and effective decisions in selecting and editing images. You will be able to improve images for professional publication by retouching and correction, and create realistic or imaginative images by compositing or collage.

**Color**

You will develop distinctive color palettes based on the principles of color harmony. Your work will exhibit a sophisticated use of color and contrast, the ability to research colors and make choices that are appropriate for each client and project.

**Web Scripting**

You will be able to create standards-compliant Web page layouts by hand-coding using HTML and CSS and publish them to the Web. You can create fixed and fluid multi-column page layouts using basic HTML to organize information and CSS to control presentation.

**Typography**

You will be able to research and select appropriate typefaces and design typography to support the branding or communication goal of a particular client or project. You will demonstrate the ability to organize text into a clear, readable information hierarchy in page layouts while using display type for impact and expression.

## **Video Production**

You will develop a good understanding of digital video production and how to plan, shoot, and digitize video footage, prepare it for editing, and output it for a variety of uses. Your shooting and editing will show a basic command of visual and auditory storytelling.

## **Video Editing**

You will develop a proficiency in entry-level professional digital video editing techniques using a non-linear editing program. Your shooting and editing work shows the ability to create an effective, well-paced short narrative sequence and a control of rhythm, motion, and continuity.

## **Motion Graphics**

You will be able to create simple, effective, and polished motion graphic work in After Effects. Your work will integrate text, graphics, video, and audio and show a command of layers, motion control, keyframing, time effects, and animation techniques.

## **OUTLINE**

1. Photoshop Basics
2. Color Theory
3. HTML and CSS Essentials
4. Fundamentals of Typography
5. Digital Video Production
6. Digital Video Editing
7. After Effects I

This program consists of seven required modules. Module descriptions are as follows:

### *Photoshop Basics*

Get a thorough grounding in Adobe Photoshop, the premiere digital imaging program for graphic and digital designers. Hands-on projects show how to select, enhance, distort, color, scale, and manipulate images and artworks—or create them from scratch. Every designer must tame this creative powerhouse of a program.

### *Color Theory*

Focus on developing appropriate color systems for graphic design projects. Projects explore the principles, terminology, and applications of color theory, with an emphasis on manipulating color. A working knowledge of the expression and perception of color, and color interaction, lends credibility and sophistication to a designer's work

### *HTML and CSS Essentials*

Learn to create Web sites using HTML to mark up the structure of the document, and CSS to dictate how each page element should look. Use HTML5 and CSS3 for cutting-edge enhancements. Course lessons are packed with hands-on examples that help you gain skills and confidence step-by-step. The course is designed to provide a foundation in Web standards, the set of "best practices" established by the World Wide Web Consortium, among other organizations that set the standards for Web development.

### *Fundamentals of Typography*

Explore the critical role of typography in graphic design. Course projects build an understanding

of the anatomy of the letterform, the distinguishing features of different typefaces, and creative applications of type. An assured grasp of typography is essential in any visual communication project.

### *Digital Video Production*

Learn how to control white balance, aperture, and shutter speed to get high-quality images from your digital video camera. You'll explore the different types of shots and camera motion techniques used by the pros. You'll also learn how to do location scouting; plan props, wardrobe, and sets; and work with talent. Course lectures challenge you to think about different storytelling conventions in narrative and documentary movie-making and address the fundamentals of sound recording. You'll script and storyboard short movie sequences and develop an understanding of the various roles in the video post-production process.

### *Digital Video Editing I*

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. Yet the main focus is not just on developing software skills; it's on exploring the magic behind video editing. Challenging projects including editing a commercial, an interview, a narrative scene, a music video, a video diary, and a text title sequence.

### *After Effects I*

Adobe After Effects is a powerful application used to create motion graphics and visual effects for film and video. Learn how to employ After Effects to design sophisticated motion graphics by designing 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.

## **COMPUTER REQUIREMENTS**

- PC (Windows XP/Vista/7) or Mac (OS X or later)
- High-speed Internet connection
- Required software:
  - Adobe Photoshop CS4 or CS5
  - Adobe After Effects CS4 or CS 5
  - Adobe Premiere Pro or other non-linear editor (e.g., Final Cut Express)
  - Digital video camera, preferably a MiniDV with FireWire I/O connection

## **INSTRUCTOR BIO**

Students will receive critique and feedback from a faculty of art and design professionals.

**Andrew Shalat** is an author, designer/illustrator, educator, and Mac expert. Since 1985 he has been designing and writing articles about Macintosh, Mac software, and publishing technologies that have appeared in Macworld, maccentral.com and macweek.com (for which he was a columnist writing "Shalat's Web"). He has been a regular speaker/faculty member at Macworld Expo since 2001 and has written three books: *How to Do Everything with Online Video* (McGraw-Hill, Osborne), *Do It Yourself Mac Projects* (McGraw-Hill), and *MacDesign Out of the Box* (Peachpit). Andrew is a regular contributor to design and Macintosh related sites

including Inside Mac Radio, InDesign Magazine, and Creativepro.com. His design work covers a large range of media including book, CD and DVD covers, brochures, catalogs, outdoor signage, print ads, artwork, logos, Flash and Web design, and grocery lists. Over the past two decades, Andrew has taught literature, writing, Web design, and print design.

**Bruce Bicknell** is a writer, instructor, illustrator, animator, Web designer, video editor, marketing pro, and graphic designer based in Tampa, Florida. In his career he has worked on projects for Adobe Systems, ATI, Photoshop Elements Techniques, MacTribe, Yellow Machine, and Mac Design, to name a few. Bruce has Associate degrees in Computer Animation and Web Development from The International Academy of Design and Technology.

**Margaret Penney** is a teacher, designer, writer and media artist. Margaret developed the digital media curriculum at The Masters School, an independent school outside New York City. As a Web and motion graphic designer, Margaret has worked with Simon & Schuster, TIAA-Cref, Nike, Delia's girls clothing, MTV, and Sol Lewitt. As a new media artist, she has exhibited at the Institute of Contemporary Arts in London; the Museo Tamayo in Mexico City; and around NYC. Her artwork has been reviewed globally online, in print magazines, and included in the book Eye Candy from the Underground: Fresh Styles for Web Designers. She has lectured on new media art at Purchase College, the School of Visual Arts Annual Conference for Educators, and the Pratt Institute. As a writer, she has been published in New York Arts magazine, Rhizome.org, and the Baltimore City paper. Margaret has a B.A. from Johns Hopkins University and M.F.A. from Columbia University.