

CERTIFICATE IV IN I.T. (MULTIMEDIA) VIDEO PRODUCTION



Australian College of Information Technology
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OVERVIEW

The Certificate IV of Multimedia (Video Production) is for anyone seeking a successful career as a Digital Media Producer, Assistant Producer or Graphic Designer.

The 50 week course provides students with the knowledge and skills in graphic design, digital video, social media and interactive multimedia technologies.

SUBJECTS

Subject	Duration	Hours
Creative Design Concepts	6 weeks	120
Post Production	6 weeks	120
Visual Effects	6 weeks	120
Social Media Marketing YouTube	6 weeks	120
Camera	6 weeks	120
Major Project	6 weeks	120

Note: Course hours consist of lectures, supervised practical work, unsupervised practical work, e-learning, project work, and directed private study.

Course duration

Study Weeks: 36 Holidays: 14 Total Weeks: 50

ENTRY REQUIREMENTS

The entry requirements for this course are as follows:

- IELTS LEVEL 5.5 General (if English is not your first language)
- Australian year 10 or equivalent. Eg. G.C.E. O level

POSSIBLE VOCATIONAL OUTCOMES

- Digital Media Producer
- Assistant Director
- Video Editor
- Assistant Producer
- Camera Operator
- Editor of Video and Sound
- Assistant Director of Photography
- Script writer



SUBJECT DESCRIPTIONS

Creative Design Concepts

This subject introduces the fundamentals of Photoshop and Illustrator teaching a broad spectrum of core skills that are common to many creative fields in the industry: working with layers and selections; adjusting, manipulating, and retouching photos; painting; adding text; automating; preparing files for output; and more. This subject demonstrates established techniques as well as those made possible by some of the new features unique to Photoshop CS4 and Illustrator. The subject will allow students to create work that closely represents current standards in the industry.

Topics include:

- Learning and customizing the interface and workspace
- Utilizing various manual and guided selection techniques
- Working with Adobe Camera Raw
- Adding special effects with layer styles and Smart Filters
- Creating Photomerge panoramas
- Optimizing photos for the web and creating web galleries

Duration: 6 Weeks Hours: 120

Post Production

This subject covers the Premiere Pro workflow from a high level, providing a background on how projects go from start to finish before diving into basic clip adjustments, such as colour correcting scenes for more dramatic impact, applying transitions effectively, and slowing down and speeding up clip playback. The course includes creative techniques, such as making titles and removing a green screen background from a shot. The subject concentrates on how to capture images using the latest digital capture equipment to maximum effect taking into account different challenges arising for a cinematographer.

Topics include:

- Adding footage to the Timeline
- Creating dynamically linked content
- Making overlay and insert edits
- Moving edit points
- Playing a clip backwards
- Understanding pixel aspect ratio and frame rate
- Applying motion effects
- Cutting video to music
- Compositing with green screen and blend modes
- Correcting colour
- Creating titles and lower thirds
- Exporting sequences

Duration: 6 Weeks Hours: 120

Visual Effects

This subject teaches fundamentals motion graphics and design techniques in the multimedia industry from the ground up. He shows how to gather video, audio, and graphical source materials into layered compositions, make edits and adjustments, and then bring it all to life with a powerful array of visual effects and animation techniques. These skills are demonstrated in a series of increasingly intricate projects. At the end of the program you will be able to utilise the skills in creating visual enhancing visual effective footage

Topics include:

- Importing assets with Bridge
- Blending layers in a composition
- Animating static images with the Puppet tool
- Colour-correcting video footage
- Animating in 3D
- Stabilizing shaky footage
- Nesting and precomposing
- Creating visual effects from scratch
- Exporting to video and other media

Duration: 6 Weeks Hours: 120



Social Media Marketing with YouTube

This subject introduces the student to world wide phenomenon that is YouTube where hundreds of thousands of videos are uploaded every day. In this subject the student explores all the key concepts and techniques necessary to thrive on the site, including viewing, uploading, sharing, and tracking videos. The subject covers building an account, sharing with social networks, and the fundamentals of shooting and editing film for a YouTube audience, as well as tips for creating a brand, removing compression artifacts, and analysing video performance.

Topics include:

- Searching and viewing videos
- Creating an account and uploading videos
- Exporting and compressing
- Embedding content
- Creating a customized video channel
- Authoring a video blog
- Sharing content via Facebook, Twitter, and other social networks
- Tracking views, audience demographics, and viewership interest
- Replacing audio content with Audio Swap tracks
- Including closed captions and custom annotations

Duration: 6 Weeks Hours: 120



Camera

This subject introduces the students to the theory and practical techniques of shooting digital video. Students will learn terminology, such as progressive, interlaced, frame rate, data rate, fps, aspect ratio, sample rate, resolution, waveform, and many more. Those with no prior knowledge of editing software will acquire a firm grasp of DV editing through this course.

Topics include:

- Composition
- What is depth of field
- Difference between linear and non linear capturing
- Cinematography
- OHS fundamentals
- Looking after and setting up equipment
- Using filters

Duration: 6 Weeks Hours: 120

Major Project

The subject introduces the student to project management and how to take a project from start to finish. Students examine the concepts of project management, from defining the problem, establishing project objectives, and building a project plan to meeting deadlines, managing team resources, and closing the project. The subject also provides tips for reporting on project performance, keeping a project on track, and gaining customer acceptance. The project will involve around creating a small 5 minute video on the topic of their choice.

Topics include:

- Understanding projects and project management
- Exploring project management software options
- Gathering requirements
- Identifying deliverables and success criteria
- Creating a scope statement
- Identifying stakeholders
- Building a work breakdown structure
- Identifying resources
- Building a schedule
- Creating a risk management plan
- Developing a change management plan
- Understanding team dynamics
- Gathering data
- Evaluating project schedule and cost performance
- Documenting lessons learned
- Closing contracts, accounts, and transitioning

Duration: 6 Weeks Hours: 120



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Disclaimer

Offer of course units is subject to student number viability. Information in course summaries is subject to change prior to commencement of course units. This document, together with the pre-enrolment information and course unit outlines form the full and complete description of this course.





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