

New Media

Knowledge Content

The overall paradigm of this course is production. Students work in a simulated studio environment. They are taken from start to finish of the production process, with in-depth exploration of storyboarding, workflow, planning of interactive multimedia presentations and short movies. Students will be exposed to all the industry standard software and hardware as used internationally by top design studios. There is no pre-requisite for this course.

Skills Content

In relation to the topics listed above, students will develop skills that enable them:

- To understand the creation of different elements (images, audio, web pages) and how to manage the different types of media and file extensions
- To establish a filing protocol
- To learn how to scan images and download digital camera images onto a computer
- To learn how to prepare different image formats: change resolution, re-size, colour modes, crop
- To learn how to modify images using tool palette Layers, Opacity, Drop Shadow, and other special effects
- To learn how to create vector images using vectors and exporting vector images
- To learn how to add text and use displacement, rotate images/transform selections and preparing images for a movie
- To learn basic animation (2D and 3D) techniques including key framing, motion and shape tween
- To understand key layout design principles for different media (web, film, animation and so forth): appropriateness, balance, focus and flow/focal point, consistency
- To learn storyboarding, downloading and editing cut, crop, transitions use of layers and key-frames layers and repositioning frames, adding audio make a short movie
- Learn how to use a 3D package, to create small objects. Experiment with lighting and texture. Using key-frames to create a short animation
- To gain hands-on experience with using a variety of cameras, stands and develop an understanding of lighting, perspective and framing.

Assessment

- In-class tests
- Lab assignments
- Projects
- Presentations.

Examinations

Internal assessment.

Resources

Web resources:

- www.autodesk.com
- www.macromedia.com
- www.adobe.com
- www.iamhuman.co.uk

Text book:

- Magazines for future publishing

PowerPoint presentations:

- New Media.

Prerequisites

None.

Credits

One Credit (Extension to more years if students choose to and show aptitude).