

Listed below are the elective subjects available from Multimedia Arts subjects

| AUTUMN | | SPRING | |
|----------------------|---------------------------|----------------------|---------------------------------|
| VPA104 | INTRO TO DIGITAL IMAGING | PHT114 | DIGITAL IMAGING |
| Prerequisite: | Nil | Prerequisite: | VPA104 |
| MPI104 | INTRO TO MULTIMEDIA | MPI110 | MULTIMEDIA AUTHORING & CONCEPTS |
| Prerequisite: | Nil | Prerequisite: | MPI104 |
| MPI220 | AUTHORING & DESIGN MMEDIA | MPI204 | WEB AUTHORING DESIGN & MGT |
| Prerequisite: | MPI110 | Prerequisite: | MPI220 |

Following are subject outlines giving more detailed information

VPA104 INTRODUCTION TO DIGITAL IMAGING
Prerequisite: Nil

This subject provides an introduction to the creation and manipulation of digital images. Students will develop an individual aesthetic through this process that is also informed by a survey of significant computer generated images from the field.

Objectives

Upon successful completion of this subject, students should:

- appropriately select and prepare material for digitalisation; competently scan images;
- create and manipulate digital images;
- work independently in a digital studio;
- understand a range of analogue and digital processes;
- be familiar with imaging terminology;
- competently operate the appropriate soft/hardware.

6. Syllabus

The subject will cover the following topics:

- introduction to perspectives on digital imaging; •overview of contemporary computer generated artwork;
- image composition and aesthetics;
- digital manipulation with appropriate software;
- image acquisition;
- scanning images;
- introduction to the soft/hardware and the workings of the digital studio; •occupational health & safety issues.

This subject expands students' knowledge and investigations in digital image manipulation with emphasis on the creative application of skills and concepts taught. Existing skills in photographic compositing, as well as image acquisition and output, will be extended with a focus on high resolution editing strategies.

Objectives

Upon successful completion of this subject, students should:

- be able to demonstrate a strong technical understanding of practical digital imaging methodologies
- be able to demonstrate the creative application of these methodologies through sophisticated conceptual strategies applied -- be able to digital image manipulate
- be aware of high-resolution issues pertaining to scanning and
- be able to output digital images
- be able to demonstrate an understanding of low-loss editing techniques for high resolution image manipulation
- have a developed perspective on the use digital manipulation methodologies for creative expression, with particular reference to the photographic image

6. Syllabus

The subject will cover the following topics:

- Advanced digital manipulation techniques, particularly photographic compositing
- The conceptual development underpinning creative digital imaging, and the application of critical analysis to subsequent works
- High-resolution scanning and other non-camera image acquisition
- High-resolution output techniques and colour management
- Advanced editing techniques to minimise quality reduction during the digital manipulation process
- Preparation of digital imagery for various output modes, such as Web, screen-based presentation and print

This subject provides an introduction to the elements and scope of multimedia. It covers underlying concepts, takes an overview of multimedia operations, introduces some of the structures and processes of off-line and online interactive multimedia creation.

Objectives

Upon successful completion of this subject, students should:

- Have developed creative and innovative individual approaches to online and offline multimedia
- To engage with current and emergent culture, technologies and applications Understand and have the skills to author basic online and offline multimedia works using industry standard software
- Have a critical awareness of online and offline multimedia practices and cultures.

Syllabus

The subject will cover the following topics:

- Overview of multimedia elements: motion, hypertext, interactivity
- Concepts underlying multimedia development
- Multimedia operations, applications and modes
- Contemporary technology and production practice
- Introduction to web site authoring
- Introduction to scripting
- Introduction online and offline multimedia production
- Research in multimedia.

This subject focuses on multimedia authoring principles essential to digital content creation, production and publishing. The subject explores creating and manipulating video, audio and text using digital processes and techniques in a computer desktop environment for on/offline and hybrid multimedia products in informational, artistic, educational and entertainment contexts.

Objectives

Upon successful completion of this subject, students should:

- be able to demonstrate multimedia authoring principles
- be able to demonstrate a working knowledge and understanding of the software and hardware used for creating and manipulating video, audio and text for use in multimedia products
- be able to demonstrate and realise ideas for multimedia products utilising digitally created and/or manipulated video, audio and text in informational, artistic, educational and entertainment contexts
- be able to demonstrate an appreciation and critically analyse multimedia products utilising digitally created and/or manipulated video, audio and text in a range of contexts
- be able to demonstrate the capacity to produce work that demonstrates proficiency with digital content creation

Syllabus

The subject will cover the following topics:

- Foundation knowledge of principles applying to digital content creation, process and publishing
- Analysis and appreciation of a range of historical and contemporary multimedia works, utilising digital video, audio and text manipulation processes and techniques in a variety of contexts
- Utilising digitally created, processed and manipulated video, audio and text in on/offline and hybrid multimedia products in informational, artistic, educational and entertainment contexts
- Software and hardware used in digital creation, processing and manipulation of video, audio and text for use in multimedia products in a range of contexts

MPI220 **AUTHORING & DESIGNING MULTIMEDIA**
Prerequisites: MPI 110

This subject focuses on authoring and designing online/offline and hybrid multimedia and explores the relationships between creative artistic and design processes and the programming concepts structures and languages commonly used in interactive multimedia authoring and design.

Objectives

Upon successful completion of this subject, students should:

- be able to demonstrate ideas for authoring and designing multimedia products for informational, artistic, educational or entertainment contexts
- be able to demonstrate a working knowledge and understanding of the software used in online/offline and hybrid interactive multimedia authoring and design

Syllabus

The subject will cover the following topics:

- Appreciation and critical analysis of creative artistic and design processes and programming concepts
- Structures in a range of historical and contemporary works in online/offline and hybrid interactive and non-linear multimedia works in a variety of contexts
- Authoring and design principles in informational, artistic, educational and entertainment contexts
- Software used in online/offline and hybrid interactive multimedia authoring and design
- This subject focuses on authoring and designing interactive multimedia for online and hybrid delivery, as well as the management, maintenance and administration of complex internet sites in informational, artistic, educational or entertainment contexts.

MPI204 **WEB AUTHORING DESIGN AND MANAGEMENT**
Prerequisites: MPI220

This subject focuses on authoring and designing interactive multimedia for online and hybrid delivery, as well as the management, maintenance and administration of complex internet sites in informational, artistic, educational or entertainment contexts.

Objectives

Upon successful completion of this subject, students should:

Demonstrate a working knowledge and understanding of the software used in authoring and designing of multimedia products for complete or partial delivery via the internet Demonstrate a working knowledge and understanding of the different browser applications, platforms and connectivity environments Demonstrate a working knowledge and understanding of the management, maintenance and administration of complex internet sites in informational, artistic, educational or entertainment contexts

Syllabus

The subject will cover the following topics:

Analysis of the authoring and design techniques and concepts utilised in a range of historical and contemporary internet sites in informational, artistic, educational or entertainment contexts
Management, maintenance and administration of complex internet sites in informational, artistic, educational and entertainment contexts