

## Qualification and description:

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### **CUF50701 Diploma of Multimedia**

This qualification is designed to reflect the role of people working in the multimedia industry who perform technical, design or managerial roles. At this level it is possible to specialise in instructional design, project management, production, games or web site design depending on the units selected.

Common duties may include:

- designing multimedia products
- testing games
- producing animation
- producing graphics
- designing navigation
- designing web sites/pages
- editing multimedia
- writing for multimedia
- designing interfaces

### **CUF60501 Advanced Diploma of Multimedia**

This qualification is designed to reflect the role of personnel working in the multimedia industry who perform managerial and executive duties or design and production duties such as:

- managing major projects
- coordinating the production of multimedia products
- business management
- evaluating multimedia products
- managing the design process for multimedia

## Training Material/Resources to be used:

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The Institute's resources for this course include:

- 4 fully equipped Multimedia Studios
- Recording Studio
- Student access out of hours

## Pathways:

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The diploma course provides pathways to

- further study at the diploma/first year university level in the graphic design and multimedia disciplines.
- The Faculty of Design, Swinburne University of Technology (Swinburne), recognises the completion of the Diploma of Multimedia offered by IDEA to be an acceptable prerequisite for entry into year 2 of Swinburne University's Bachelor of Design (Multimedia Design), giving exemptions of 100 credit points.

Diploma graduates work in the pre-press industry as professionals in:

- video and sound development
- interface design
- 3d modeling
- 2d and 3d animation
- multimedia programming

The advanced diploma course provides pathways to

- further study at the diploma/first year university level in the graphic design and multimedia disciplines.
- The Faculty of Design, Swinburne University of Technology (Swinburne), recognises the completion of the Advanced Diploma of Multimedia offered by IDEA to be an acceptable prerequisite for entry into year 3 of Swinburne University's Bachelor of Design (Multimedia Design), giving exemptions of 200 credit points.

Advanced diploma graduates work in the pre-press industry as professionals in:

- video and sound development
- interface design
- web design
- 3d modeling
- 2d and 3d animation
- multimedia programming

## Industry links:

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Industry partners include:

- Learning Seat  
Learning Seat is an innovative eLearning company specialising in providing web-based training management applications, courseware and services.

### **Institute for Design Entertainment and the Arts**

Level 5, 152 Elizabeth Street Melbourne VIC 3000 Australia

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- XPEC  
a third-party developer for 3D game software on PC/game consoles as well as for Java-based cellular phone contents.
- EtechGroup  
Etech Group specialises in collaborating with small and medium enterprises, education, and corporate clients to offer flexible, adaptable software solutions, primarily in the web and/or education, HR, engineering and training arenas.

## **Assessment strategies:**

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Assessment is based on the completion of tutorials and set assignment/project work that may cover multiple units to be assessed.

## **Facilities and Equipment Required:**

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All students of this Institute have available their own networked PC with full Internet access. The Institute offers a full range of industry relevant software to deliver the proposed course.

The key software includes: -

Adobe Photoshop, Adobe Illustrator, Adobe Premier and Adobe Acrobat, Quark Xpress, Macromedia Dreamweaver, Macromedia Flash.

Hardware resources include

- 3 Scanners
- 2 Video Cameras
- 1 networked Laser colour printer
- 1 Networked B/W Laser printer
- 1 A3 inkjet printer
- 8 SLR camera
- 3 Digital cameras
- 6 Sound recorders with microphones
- Recoding Studio

## **Details of how facilities and equipment will be accessed:**

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The course will be offered, February to mid November, over two 16-week semesters in line with current classes.

Classes will be timetabled on a daily basis using the current visual arts studios with facility to develop new teaching areas dependent on student intake numbers.

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As in other courses offered by this Institute, assessment undertaken by students will mainly be project based. Where competencies can be grouped together they will be delivered as a block based around one or more projects.

## Course Structure

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1styr Diploma nominal hours: 940

2ndyr Advanced Diploma nominal hours: 565 (1505 incl. Diploma of Multimedia 940hrs)

Nominal hours shown, actual hours may alter due to time table restrictions and flexible delivery of some units.

<b>CUF60501</b>		<b>Hours</b>	<b>Delivery</b>
1styr subjects			
CUFGEN10A	Develop and Apply industry knowledge	15	On going assessment based on set tutorials, assignments and projects
CUEOHS1A	Implement workplace health, safety and security procedures	10	On going assessment based on set tutorials, assignments and projects
CUFMEM10A	Design and create a multimedia interface	70	On going assessment based on set tutorials, assignments and projects
CUFMEM11A	Design the navigation for a multimedia product	70	On going assessment based on set tutorials, assignments and projects
CUFEDT01A	Make creative and technical editing decisions	60	On going assessment based on set tutorials, assignments and projects
ICPMM61DA	Prepare multimedia for different platforms	50	On going assessment based on set tutorials, assignments and projects

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CUFMEM04A	Test a multimedia product	40	On going assessment based on set tutorials, assignments and projects
CUFMEM07A	Apply principles of visual design and communication to the development of a multimedia product	40	On going assessment based on set tutorials, assignments and projects
CUFMEM02A	Author a multimedia product	50	On going assessment based on set tutorials, assignments and projects
CUFIMA05A	Create 3D digital models and images	75	On going assessment based on set tutorials, assignments and projects
CUFMEM03A	Integrate and use a scripting language in authoring a multimedia product	60	On going assessment based on set tutorials, assignments and projects
CUFEDT05A	Operate a non-linear editing system	50	On going assessment based on set tutorials, assignments and projects
ICAITU126A	Use advanced features of computer applications	40	On going assessment based on set tutorials, assignments and projects
CUFWRT07A	Write interactive sequence for multimedia	50	On going assessment based on set tutorials, assignments and projects

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CUSADM08A	Address copyright requirements	20	On going assessment based on set tutorials, assignments and projects
CUSGEN03A	Collaborate with colleagues in planning and producing a project	55	On going assessment based on set tutorials, assignments and projects
CUSMAR01A	Promote products and services	50	On going assessment based on set tutorials, assignments and projects
CUFCAM11A	Set up a camera	10	On going assessment based on set tutorials, assignments and projects
CUSADM03A	Manage a project	50	On going assessment based on set tutorials, assignments and projects
CUFIMA04A	Create 3D digital animation	75	On going assessment based on set tutorials, assignments and projects
	1styr total	940	
2ndyr subjects			
CUFMEM09A	Apply principles of game design to a multimedia product	30	On going assessment based on set tutorials, assignments and projects
CUFMEM06A	Design a multimedia product	80	On going assessment based on set tutorials, assignments and projects

CUFIMA06A	Develop and implement visual effects designs	100	On going assessment based on set tutorials, assignments and projects
CUFRAD01A	Originate and develop the concept	60	On going assessment based on set tutorials, assignments and projects
CUSADM04A	Manage a major product	135	On going assessment based on set tutorials, assignments and projects
THHGLE15A	Finance a project	70	On going assessment based on set tutorials, assignments and projects
THHGLE16A	Manage physical assets	40	On going assessment based on set tutorials, assignments and projects
CUFADM01A	Prepare a proposal	50	On going assessment based on set tutorials, assignments and projects
Elective Units already completed in 1st year			
CUFMEM07A	Apply principles of visual design and communication to the development of a multimedia product		
CUSMAR01A	Promote products and services		
	2ndyr total	565	
	Total	1505	

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## 6. Assessment Tools

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The majority of assessment is undertaken through project work.

- Please note that projects cover multiple competencies to be assessed.

Other in class tasks that contribute to assessment are:

- Diary keeping
- report writing
- technical exercises/tutorials a in a variety of formats are also include in assessment.