



# INSTITUTE OF FILM AND TELEVISION

AUSTRALIA | LOS ANGELES

## **DIPLOMA OF SCREEN AND MEDIA**

**CERTIFICATE IV DIGITAL MEDIA TECHNOLOGIES**

**WEB & SOCIAL MEDIA MARKETING**

**OR**

**VIDEO PRODUCTION**



AUSTRALIAN COLLEGE OF INFORMATION TECHNOLOGY &  
INSTITUTE OF FILM AND TELEVISION



## OVERVIEW

This Diploma of Screen and Media offers professional and academic instruction in the arts and sciences of motion pictures and television.

The course aims to give the student knowledge of the technical, creative, and business aspects of the film/television industries. This includes practical hands-on training in the operation of professional equipment and state-of-the-art techniques. The course aims to produce artists with technical proficiency and technicians who are also artists.

This course is anyone who is serious about making an immediate and significant contribution to the entertainment industry.

## POSSIBLE VOCATIONAL OUTCOMES

- Screen writer
- Assistant Director
- Post Production designer
- Visual Effects Artist
- Camera Operator
- Support digital media development technician
- Assistant digital media developer
- Cinematographer
- Assistant Producer

## INTERNSHIPS

Institute Of Film and Television Internship Programs give students the opportunity to work with some of the best and most experienced professionals in their vocational field.

Internships are temporary work placements in workplaces and are an excellent opportunity to gain hands-on experience in the field of study. The Internship Program allows students to spend time in a host organization working alongside Australian professionals. The program length can be tailored to individual needs. Current internships include: projects in USA, Australia, India, Fiji with Australian Fiji film media industries as well as Hollywood & Bollywood productions.

Networking with professionals the benefits are having the real world experience while studying and enjoying the variety learning experiences available for a intern student.

To be eligible for the internship program you must be in a special program or be studying at Diploma level or above. Students studying at Diploma level or above will become eligible to apply for an internship placement during their final year of studies.

Internship Coordinators will process applications and liaise with students to match the best host company to the student's profile. ACIT will select a host company and the student will be offered an interview for a placement with that company.

Internship placements are generally unpaid. The primary goal of an internship placement is to gain practical experience in the student's chosen profession as part of a training program. Experience gained through an internship will help create employment opportunities after graduation.

## CONTACT DETAILS

Precept Education Pty Ltd  
T/A Australian College of Information  
Technology and  
Institute of Film and Television  
AUSTRALIAN COLLEGE OF  
INFORMATION TECHNOLOGY

[www.acit.edu.au](http://www.acit.edu.au)

INSTITUTE OF FILM AND  
TELEVISION

[www.instituteoffilmandtv.com](http://www.instituteoffilmandtv.com) ( a  
division of ACIT)

INTERNATIONAL STUDENTS

Phone: 61 7 55788122

Email: [international@acit.edu.au](mailto:international@acit.edu.au)

All Correspondence to:

Post Office PO BOX 580  
Varsity Lakes QLD 4227

## SUBJECT AREAS

### Screenwriting

This required subject provides the student with the basic understanding of screenwriting, emphasizing formatting, story structure, character development, conflict, and techniques of storytelling. As part of screenwriting structure script analysis seeks to identify the essential building blocks of drama, and to understand how those elements combine to affect an audience and create a dramatic experience. The course offers analytical tools for relating to the script in such a way as to arrive at its dramatic core and so to express its essential meaning.

This subject will focus on the elements of screenwriting through lectures, writing and the discussion and analysis of film writing and structure. Students will be required to create a screen plays for a short film, as well as various other exercises and assignments

### Cinematography

This subject is designed for the beginning film students to receive hands on training using the tools of the director of Photography. Cinematography students further their understanding and appreciation of the art and craft of cinematography by studying the prime concepts of cinematography, equipment procedures, camera mechanics, interior and exterior lighting, pre-production planning, composition, optics, electricity and safety, exposure, colour and collaboration.

The student will gain knowledge of the various occupations in both the camera and lighting departments. The course is designed to have students become familiar with shooting film and video, and learning the concepts needed to control the quality of the image.

The students will review the rules, procedures, and proper handling of school equipment. Students will gain knowledge touching on aspects of camera systems (film and video), Film Stocks, Basic Lighting designs, Lighting and Grip equipment, Exposure, Interior and exterior lighting control, and colour temperature. This course provides an introduction to the skills needed to reproduce the photographic reality of a scene, or to create a visual mood. The student will receive hands on training in these areas with a professional working in the field.



### Visual Effects

Motion graphics production isn't limited to the digital world. This subject takes you back into the studio to create custom motion backgrounds. Taking digitally captured footage and combines it with effects in popular post production tools like Adobe After Effects and other Adobe software resulting in rich, abstract backdrops for your project. Taking concepts like layers, keyframes, rendering, and moving in 3D space. The rest of the subject expands on these ideas, and shows how to build compositions with layers, perform rotoscoping, animate your composition with keyframes, add effects and transitions, and render and export the finished piece. Using projects to demonstrate keying green screen footage and creating an advanced 3D composition with the expanded 3D tools.

### Occupational Health and Safety

Occupational Health and Safety (OHS) training is an important component of an effective OHS management system and legal requirement under OHS laws. This subject provides OHS instruction, training and information particularly with regards to the legislative risk management and consultative provisions that workers (employees, crew, freelancers & contractors) are required to participate in. The subject meets the Work Cover authority OHS construction induction training requirements. Managers, employees, crew, freelancers & contractors who hold this OHS qualification can work across productions, employers and Australian jurisdictions.





# DIGITAL MEDIA TECHNOLOGIES CERTIFICATE IV PROGRAM WEB & SOCIAL MEDIA MARKETING

## SUBJECTS

- Creative Photoshop Concepts
- Google Analytics
- Dreamweaver
- Social Media Marketing with Facebook and Twitter
- E marketing
- Introduction to Wordpress

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

### Creative Photoshop Concepts

This subject introduces the fundamentals of Photoshop and teaches a broad spectrum of core skills that are common to many creative fields: 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. The subject is indispensable to those who are new to the application, just learning this version, or expanding their skills.

### Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service. [

Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

### Dreamweaver

This subject covers both the ins and outs of Dreamweaver, as well as recommended best practices for crafting new web sites and files, the fundamentals of HTML and CSS, and how to ensure clean and accessible code. This subject also includes how to use tools in Dreamweaver to create and style web pages, manage multiple sites, and add user interactivity with widgets and scripting.

### Social Media Marketing with Facebook and Twitter

This subject introduces the students to the world of social media content by showing dozens of ways to promote a company's brand, increase sales, drive traffic to a site, and engage with customers using two of the hottest social networking venues today, Facebook and Twitter. Not only the fundamentals of social media marketing, but also how to create a professional, top-level presence that can put a company in the viral marketing sweet spot. From creating Facebook fan pages to crafting the most perfect Twitter bio for SEO, This subject dives into the details of both services, and discusses the best third-party add-ons that maximize the social marketing impact.

### E-marketing

The subject introduces the student to world of online marketing and the ideas of e marketing language can have for web marketers, web designers, and business owners. The subject takes a look at the basis of any online marketing effort—a business's web site—and reviews how the different components of the site can support the business's goals, from SEO and SEM to social media, online PR, and content marketing.

### Introduction to Wordpress

In this subject, it shows how to use WordPress to create feature-rich blogs and web sites. Content includes a walk-through of common tasks in WordPress, from setting up an account to launching self-hosted sites. The subject also includes tutorials on inserting media, installing plug-ins, creating custom themes, and incorporating search engine optimization (SEO).



# DIGITAL MEDIA TECHNOLOGIES CERTIFICATE IV PROGRAM VIDEO PRODUCTION

## SUBJECTS

- Creative Photoshop Concepts
- Post Production
- Visual Effects
- Social Media Marketing YouTube
- Camera
- Major Project

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

### Creative Photoshop Concepts

This subject introduces the fundamentals of Photoshop and teaches a broad spectrum of core skills that are common to many creative fields: 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. The subject is indispensable to those who are new to the application, just learning this version, or expanding their skills.

### 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 color 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 surfing images using the latest digital capture equipment to maximum effect taking into account different challenges arising for a cinematographer.

### Visual Effects

This subject teaches fundamentals motion graphics and design techniques in the surfing 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 surfing footage

### Social Media Marketing 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, namely surfing enthusiasts, as well as tips for creating a brand, removing compression artifacts, and analysing video performance.

### 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.

### 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.

