



Six weeks program on **Multimedia and Content Management**

Multimedia Design ensures maximum penetration with higher acceptance levels, when it comes to communicating your message through professionally produced **multimedia presentation** on CD, DVD or via the Internet.

Our areas of expertise lies in providing Training on Development of Websites, Graphic Design solutions, Multimedia Rich web content, corporate multimedia presentations, online multimedia corporate presentations, logo designing, brochure design, printed brochures, online interactive brochures, online catalogs, motion graphics, stationary design and all print related graphic work and 3D graphic designs.

This course is targeted for students who are serious about making a career in Multimedia Animation, Web Designing, Graphic Designing, Image Editing, Interactive Programming and Content Development. This course facilitates the participants in learning HTML language and hypertext page elements. They will also learn all aspects of animations, interactive graphics, objects and web pages for creating websites. The course also focuses on content management making the participant strong in creating dynamic and interactive content for websites. Towards the end of the course, the aspirant would be able to create, develop and manage a **Website**, create dynamic **Content** facing the challenges of the present global IT industry.

Comprehensive in approach, the courseware to Multimedia and Content Management includes developments in video, postproduction and interactive design and a variety of training on industry standard advanced packages, including Adobe, Macromedia and Discreet i.e. Photoshop, Flash, Combustion, 3DS Max.

A) HTML - 1 week

To start with, the training will be given in HTML. This language is used to describe the layout of a web page. It is simply a vehicle to indicate different elements of a hypertext page. The HTML page must tell the browser which object to load and then where to place it on the web page.

B) Macromedia Flash - 2 weeks

Macromedia flash is used for creating animations that makes the site more graphical and dynamic. Training in utilisation of Macromedia Flash and Scripting languages will be given to create highly interactive graphics, objects and web pages.

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| <input type="checkbox"/> Induction | <input type="checkbox"/> The computer system to be used |
| <input type="checkbox"/> The Flash interface | <input type="checkbox"/> Drawing, colour strokes and fills |
| <input type="checkbox"/> Manipulation of paths | <input type="checkbox"/> Animation |
| <input type="checkbox"/> Motion and shape Tweens | <input type="checkbox"/> Creating library elements |
| <input type="checkbox"/> Creating rollover buttons | <input type="checkbox"/> Publishing to the web using Dreamweaver |



C) Macromedia Dreamweaver - 2 weeks

Macromedia Dreamweaver is the world's widely used and highly versatile Integrated Development Environment. Training will be given in advanced skills in using web page editing software to produce web sites. It involves :

- Developing and managing a small web site
- Using tables, layers and templates to control page layout
- Using style sheets
- Create dynamic and interactive content

D) Adobe Illustrator - 1 week

Training will be given in Adobe Illustrator, which will enable the student to generate digital imagery through the skilful and creative application of Adobe Illustrator.

Candidates will be able to apply their skills to variety of professionally related design projects, enabling them to progress to further training opportunities, up-date skills in a professional context, or enhance a portfolio for progression.

- Software tools and functions, processes and techniques for generating vector based graphics
- Viewing in different modes, advanced use of layers
- Resolving images in response to a design brief
- Storing images in different formats for print and screen-based outputs

The course is delivered through lectures, demonstrations and handouts. Students will be expected to produce a portfolio of work which should include examples of technical exercises using the tools and functions of Adobe Illustrator, evaluative notes, a small scale design project, in response to a design brief.