

Certificate IV in IT (Multimedia) ICA40805

Program Overview

Digital media is present in almost everything we do, from creating simple documents to the endlessness of the worldwide web. It affects how we communicate and how businesses promote their products and services to capture a market share.

Almost every business has a website. If they don't, they probably need one. Every website needs design, construction, updating and maintaining and preferably, in house staff to do so.

When you run or work in a small business you often need to wear a number of hats. After all, the areas of expertise required to effectively run a small business can be endless. As a result, as a small business owner or employee you often need to do lots of different things and need to do them well.

This program provides an opportunity for small business owners and employees to acquire the skills to effectively produce print-quality documents and construct and update a basic website. It provides you with the skills and knowledge to add value to everything you touch and communicate your messages effectively, enabling you to create and retain a market share.



Program Includes

This program aims to develop digital design skills and introduces learners to design concepts, practices and techniques using industry standard applications. This program focuses on design concepts specifically for print and the web.

The following topics are explored:

PRINT MEDIA

Participants learn how to design and construct professional print media, including: flyers, brochures, newsletters, business stationary, press advertisements, etc.. This topic includes key principles of effective visual design.

PHOTOGRAPHY BASICS

Participants acquire the necessary skills and knowledge to capture an effective digital image. Using industry specific software participants also learn how to manipulate and enhance their images for inclusion in print and web media.

WEB MEDIA

Working from a brief in a simulated workplace environment, participants learn to design, construct, maintain and update a static website. This also includes the production of electronic newsletters.

Practical use of technology is a major component of this learning program. This will include practical activities and projects from brief to product production. This program is delivered via face-to-face workshops in CMA's iMac lab, providing individual workstations complete with industry standard computers and software (Adobe Creative Suite Design Premium CS4). This course articulates directly into a Diploma in Information Technology (Multimedia).

Commencement & Duration

The Certificate IV in IT (Multimedia) will commence in July 2009. Training is scheduled for one evening per week from 6.15pm to 9.15pm for a period of 6 months.

Flexible delivery

Many small business people are time poor. Some need to complete a multitude of tasks with limited resources and those working in a customer service environment often can't be easily spared from their duties. CMA addresses this issue by offering this program after business hours where necessary. We also provide learners with take home project work to be completed in between sessions. This allows the learner the opportunity to complete a large amount of their course work at a time that suits them. If learners don't have access to appropriate software away from class they may also work independently in the CMA iMac lab. CMA provides learners with ongoing access to facilities and additional support, advice and assistance from trainer's in-between training sessions.

Cost

The full tuition fee of this program is \$4900. Government funding options are available. Learners who work in or own a small business only pay an administration fee of \$400. Those who don't qualify for this funding may be eligible for other funding which dramatically reduces the tuition fee. For more information call the Academy today on 61639590.

Units of Competency

DESIGN

CUFMEM06A Design a multimedia product

CUFMEM07A Apply principles of visual design and communication to the development of a multimedia product.

ICPPP225B Product graphics using a graphic application

PHOTOGRAPHY

CUFIMA01A Produce and manipulate digital images

ICPMM321B Capture of digital image

WEB

CUFMEM02A Author a multimedia product

CUFMEM10A Design and create a multimedia interface

ICAB4135B Create a simple mark-up language document to specification

CUFMEM12A Update web pages

CUFMEM10A Design the navigation for a multimedia product

ICAB4169B Use development software and IT tools to build a basic website

INDUSTRY

CUFGEN01A Develop and apply industry knowledge

CUSADM08A Address copyright requirements

ICAW4214B Maintain ethical conduct

PROJECTS

PSPPM402B Manage simple projects

COMMUNICATION / PERSONAL SKILLS

CUSGEN02a Work in a culturally diverse environment

CUECOR2A Work with others

BSBEBUS303A Participate in a virtual community

BSBCMN304A Contribute to personal skill development and learning



Want more information?

Simply contact Canberra Business Academy on 61639590 or to enroll visit us on the web at www.cmatraining.com.au/CBA/enrolbus.html