

## Advanced Diploma in Interactive Media Design

Awarded by Hong Kong Raffles School of Continuing Education

**Intakes:** January, April, July & October

**Duration:** 24 Months for Full Time Mode and 36 Months for Part Time Mode

### Entry Requirements:

Interested applicants must possess ONE of the following requirements:

- Secondary 5 Graduate or equivalent ; or
- Aged 18 years old or above with substantial work experiences will be considered on case by case basis; and
- English proficiency proof \*

\* Applicants may require taking the "English Placement Test"

\* Applicants who apply for credit exemptions will involve the application fee for credit exemption of HKD 500

### Course Overview

The purpose of this programme is to equip students with the fundamental broad-based skills in graphic design, after which, students learn to transform 2D graphics into the 3D world by creating interfaces and integrate programming abilities to illustrate the wonders of using multiple forms of Interactive Media. Students are also presented with the opportunity to research multimedia design trends and issues within society to produce an integrated suite of design solutions, taking into account aspects of culture, economics and social interaction.

### Career Opportunities

Animator  
Art Director/Creative Director  
Multimedia Designer/Programmer  
Video or Film Production Artist  
Web Designer/Developer  
Motion Graphics Artist  
Games Developer  
Video Installation Artist  
Graphic Designer  
Digital Media Artist

### Programme Structure

Consists of 30 modules

Divided into 8 terms for Full Time Mode and 12 terms for Part Time Mode

## Course modules

Rendering 1 < VC-1101-05 >  
Design Investigation & Culture < VC-1201-05 >  
Creativity & Problem Solving <VC-2104-05 >  
Graphic Design < VC-1301-05 >

Design Principles <VC-1103-05 >  
Colour For Designers < VC-2102-05 >  
Typography 1 < VC-2302-05 >  
Digital Photography < IM-3501-05 >

Rendering 2 < IM-2102-05 >  
Digital Illustration <VC-35010-05 >  
Image Processing < VC-3502-05 >  
Screenplay & Storyboarding < IM-4502-05 >

Identity Systems < VC-5407-05 >  
Video Techniques < VC-5407-05 >  
User Interaction Design < IM-6604-05 >  
Web Design Principles < IM-6602-05 >

3D Techniques < IM-5802-05 >  
Animation Principles < IM-4801-05>  
Programming Integration < IM-5601-05 >  
Academic Research & Communication Skills < EL-0711-05 >

eCommerce Application < IM-7607-05 >  
Interactive Media Design < IM-5603-05>  
Video & Audio Editing < IM-6702-05 >  
3D Animation Laboratory < IM-6803-05 >

Advanced Interactive Media Design <IM-7606-05 >  
New Media Development < IM-7605-05 >  
Experimental Video <IM-8703-05 >  
Advanced 3D Laboratory < IM-8803-05 >

Major Project 1 < IM-8901-05 >  
Major Project 2 < IM-8901-05 >

\*\*Please note that the availability and sequence of subjects offered may be varied in each term.

### Module Outlines:

#### Rendering 1 < VC-1101-05 >

This Course seeks to develop a keen sense of observation and to develop the ability to execute visual forms quickly. It also emphasizes on two major factors, the first one is LEARNING SKILLS and the second is DEVELOPING CREATIVITY. Students would have the chance to develop their own artistic skills and having them developing their own creativity through experimentations and self discovery methodology.

#### Design Investigation & Culture < VC-1201-05 >

This course aims to provide students with an understanding of the influences of culture and technology in the development of modern design. Throughout the course we will examine the intersections

and reciprocal influences affecting art, architecture, visual cultures and design. Topics considered will include industrialization and modernism, semiotics of design, and post-modernism and contemporary design culture.

### **Creativity & Problem Solving < VC-2104-05 >**

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable the students to solve problems creatively; to make paradigm shifts in thinking and apply lateral thinking techniques to real and imagined problems. Backed by Creative Mind Tools, the 'Creativity and Problem Solving' class discovers the essential skills and techniques that help students excel in an International 'Graphic Design'- or 'Multimedia' career. The students learn personal value and goal settings, practical creativity and creative industries management skills, and in the first instant how to think out of the ordinary. Further, discover techniques that improve creativity, assist problem solving, organize time and deadlines, and improve their visual memory, communication and inventive skills.

### **Graphic Design < VC-1301-05 >**

Graphic Design is a foundation course which will develop an understanding of the role of graphic design in society. This course also provides an overview of the different graphic design activities as well as the work of outstanding graphic designers. The emphasis will be to discover and understand the role of a graphic designer in visual communication, and to become familiar with the vocabulary, tools, and medium of graphic design. Students will gain an understanding of how design, specifically graphic design, has been defined as an art form and as a powerful communication medium.

### **Design Principles < VC-1103-05>**

This course gives the student an insight to the principles & elements of design, their use and applications in the goal of solving various design problems. Students gain a familiarization with the conceptual, visual, relational and practical elements of design. The Students will understand different graphic elements - lines, form, texture, etc. They learn to see, feel and interpret, thus developing necessary skills in the field of Visual Communication. Students will become familiar with the visual language that underlines design, as they explore them thru visual exercises. Through a series of such projects, each student will produce work demonstrating a progression of thought and understanding of different design principles.

### **Colour for Designers < VC-2102-05 >**

This course provides an understanding and importance use of color for design. It covers topics on color theory, research and effective combinations that are essential to apply color for effective visual communication. Students will explore the principles, attributes, dimensions, harmonies and phenomena of color. Emphasis is placed on the development of the students personal color sense and expanding their knowledge of the expression, perception, and interaction of color. By understanding the language and meaning of color from a social, cultural and psychological context, students can thus manipulate colors in their design to suit the product and target audience. Digital colors will be introduced at a later part of the course which allow students to explore the basic principles and techniques for generating colors on the computer. Students will learn effective methods of attaining color harmony on the computer. They will also be given a general overview of the basic aspects of image capture, screen color display, digital color spaces and print reproduction using the computer.

### **Typography 1 < VC-2302-05 >**

This course will provide designers with the theoretical knowledge, history and practical experience through a process of discovery and experimentation in the fundamental aspects of typography. This course will provide participants with knowledge and skills through practical exercises, lectures demonstrations and examples to enable them explain and use the fundamental concepts and principles in the use of typefaces and typographic design. Students will have to successfully complete practical exercises and commence and complete an integrated project.

### **Digital Photography < IM-3501-05 >**

The course is dedicated to understanding photography as a medium of expression and communication. Students will be challenged to find their own interpretation and approach to visualize themes with images. Students will work on a number of assignments and on one final project. Photography is an important visual element in communication to create an appropriate relationship between written content

and information hierarchy. The course is designed for both Graphic Designers and Multimedia Designers.

**Rendering 2 < IM-2102-05 >**

This course is designed for multimedia students. The emphasis is the ability to render a 3d form in action, in color and light. It will focus more in drawing cartoon-type characters and live-action storyboard type illustrations.

**Digital Illustration < VC-3501-05 >**

This course will introduce the techniques for creating digital illustrations through the application of two dimensional vector images. Using Adobe Illustrator as a design tool, students will improve their illustration technique and produce complex digital images, exploring technical and aesthetical aspects of the vector-based illustration processes most commonly used in the visual communication industry.

**Image Processing < VC-3502-05 >**

This course will introduce the techniques of image editing and photo-retouching. Using Adobe Photoshop as a design tool, students will improve their photographic technique and produce complex digital images, exploring technical and aesthetical aspects of the image manipulation processes most commonly used in the visual communication industry.

**Screenplay & Storyboarding < IM-4502-05 >**

This course will challenge students to use only a pencil, markers and a sketchbook to illustrate imaginative narrative stories. The emphasis will focus on the development of taking a narrative concept and composing it into a short form screenplay. Once the concept is transposed into words it will then be depicted with hand drawn images in a sequential frame storyboard. Industry screenplay and storyboarding examples will be shown throughout the course to educate students by observing professional examples. Most importantly, the student will learn to develop a structured story line: Creating an idea, communicating the idea efficiently with written language, developing and visualizing the story with storyboards.

**Identity Systems < VC-5407-05 >**

Introduce student to the understanding of identity systems from its origins to its development as a modern marketing communications tool. Focus on introducing students to strategic design by means of research and development which will culminate specifically in the form of a final project.

**Video techniques < IM-4701-05 >**

This course focuses in the technical aspects of video creation, processing and display. Students will start by understanding how the human detects light and motion, then relate this to the technical concepts of frames, movies, etc. Students will then start experimenting with light and cameras to learn the critical effect of lightning in a video production. The student will also learn to understand and use all the different capture and compression techniques used to deliver video across different systems.

**User Interaction Design < IM-6604-05 >**

This course will provide designers with theoretical knowledge and practical experience in the fundamental aspects of interaction design. It focuses on the process of designing the user experience by examining works of interface design from the perspective of psychology, graphic design, and human-computer interaction conceptual frameworks.

**Web Design Principles < IM-6602-05 >**

The Students will be provided with the necessary knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to create unique web solutions by analyzing different project requirements and needs.

Students will also gain practical skills to enable them to create web pages by designing and programming with markup languages and graphical web building tools. Students will have to successfully complete practical exercises and commence an integrated practical project that will be further extended in the Programming Integration and eCommerce courses.

### **3D techniques < IM-5802-05 >**

This course will give the students a foundation in the field of 3D character modeling, character rigging and animation. Students will learn the modeling / rigging / animation workflows used in 3D productions and use it in their class projects. The Student will apply the learned animation principles to create an effective and compelling 3D project.

### **Animation Principles < IM-4801-05 >**

Introduce the students to the development process of animation production, the terminology of animation and techniques used in the current industry. Starting with classical animation principles, using extremes and in betweens to draw an animation, the students will see how this is still applicable to animations in modern animation software with keyframes and tweening. Students will have to demonstrate the ability to use different animation techniques to produce a short animation, using editing software.

### **Programming Integration < IM-5601-05 >**

Web design has matured and it is no longer possible to just make static web pages. Both clients and users are demanding more complex and dynamic pages. Therefore, web designers need to know about the scripting languages used to make these pages. This course will introduce the students to the development process of server based technologies and how DHTML can improve web sites, both through layout/design and functionality. Students will have to demonstrate the ability to use and integrate scripting languages with HTML to redesign and improve an existing web page. Programming Integration will provide participants with the knowledge and skills through lectures, examples and practical exercises to enable them to design and develop using modern scripting languages.

### **Academic Research & Communication Skills < EL-0711-05 >**

This module enables students with a solid foundation in research skills, team work, information skills, evaluating sources, critical thinking, visual criticism, correct referencing, paraphrasing, quoting, synthesizing, proof-reading, proposal writing, report/essay writing and preparing and delivering oral presentations.

### **eCommerce Application < IM-7607-05 >**

This course will provide an introduction to the basics of electronic business, focusing on how ebusiness is carried out, including marketing, web design, and electronic transactions, as well as the advantages and disadvantages of this form of business, the infrastructures in place to support this type of electronic business, and the global economy within which it takes place.

### **Interactive Media Design < IM-5603-05 >**

Student will gain an understanding of the conceptual and technical process of creating both web-based and CD-Rom-based interactive Multimedia programs, a practical experience of working with Multimedia Authoring Software. Students will apply principles of Interaction Design and become familiar with several software related programing techniques.

### **Video & Audio Editing < IM-670205 >**

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to create a audio-visual project, from concept until final output. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

### **3D Animation Laboratory < IM-6803-05 >**

Students will be utilizing advanced animation techniques in 3D content creation. They will investigate basic character animation, special effects, advanced render engine, motion cameras and special lighting techniques. We will also be learning advanced texture mapping techniques. Students will be required to work through One Major Project within small team or individually.

### **Advanced Interactive Media Design <IM-7606-05 >**

Students will explore more complex conceptual and technical process of creating both web-based and

CD-Rom-based interactive Multimedia programs, working with several Multimedia Authoring Software. Students will apply principles of Interaction Design into more challenging interactive media design projects, reinforcing and expanding the skills acquired in the Interactive Media Design course.

#### **New Media Development < IM-7605-05 >**

In this course, students acquire in-depth knowledge about the current state-of-the-art and future trends in application areas of digital media, such as Ubiquitous Computing, Artificial Intelligence, Game Design, Digital Television, Computer-Supported Collaborative Work, Virtual, Mixed, and Augmented Reality. Applying the principles of User Interaction Design course, students will engage into more challenging interactive media design projects, reinforcing and expanding the skills acquired in the Advanced Interactive Media Design course.

#### **Experimental Video <IM-8703-05 >**

The student will develop creative concepts, redefining the boundaries of video and sound editing. Students also gain an understanding of video art history: Duchamp, minimalism, Fluxus and happenings, video art and post modernism, Nam Jun Paik etc. Students will be encouraged to develop innovative concepts using video as a means of expression.

#### **Advanced 3D Laboratory < IM-8803-05 >**

Students will be utilizing advanced animation techniques in 3D studio max. Students will investigate advanced character animation, special effects, particle Flow system, more advanced render engine, motion cameras and advanced lighting techniques. Students will also be learning advanced texture mapping techniques. Students will be required to work through One Major Project within small team or individually.

#### **Major Project 1 & 2 < IM-8901-05 >**

The course explores the pre-production and production process needed to complete a high-end multiple media project. Students are challenged to use their planning, authoring, design and production skills and to apply the methods and knowledge they have learned through the Advanced Diploma Course in Interactive Media. Students start with an idea and develop their project to a final presentation. The student can select to create a project in either Web, Interactive Media, Game/Entertainment, Animation or Digital Video applications and should be of an advanced level in scope and function. In order to simulate a real multimedia production, students will be encouraged to work in teams.