

107-551 Digital Imaging, Film & Web Publishing

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Total Time Commitment: Total of 10 hours per week.
Prerequisites:	Admission to the Master of Arts (Cinema Management).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Assoc Prof Angela Ndalianis
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Subject Overview:	<p>This subject is an introduction to the practice of digital imaging and explores a variety of digital technologies that have become integral to many contemporary film and other screen industries. It develops skills in the use and application of computer-based graphics that are suitable for web publishing and electronic and print reproduction using a variety of industry standard software tools that include Adobe Photoshop, Flash and Dreamweaver. It is a project-based subject that explores digital photography and image manipulation, audio-visual editing and web design skills while also evaluating the role played by digitally reliant technologies including computers, mobile phones, 3G technology, ipods, handhelds etc. Examples of digital projects from industry websites, online exhibitions, online film festivals, mixed reality events etc will be critically evaluated in order to gauge the range of approaches and the impact that digital applications can have on the promotion and marketing of screen industries as well as their creative output. Case studies will range from smaller, independent companies to the larger corporate and government-funded institutions.</p>
Objectives:	
Assessment:	Practical work equivalent to 5000 words comprising an in-class software exercise (20%), a website (30%), and a major digital project (50%). A minimum 80% attendance at workshops is also expected as a hurdle requirement in order to pass the subject.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	# After completing this subject students should be able to use advanced communications technologies, computer systems and software for research and production.
Related Course(s):	Master of Arts Management Master of Cinema Management