



collaborate
motivate
communicate
stimulate
illustrate
invigorate
create
meditate
investigate
innovate
graduate
celebrate

GURU DIGITAL ARTS COLLEGE

Digital Media Producer
Diploma Program



Digital Media Producer Diploma

Career Opportunities

Guru Digital Arts College recognizes that many graduates will be interested in gaining local employment (*Edmonton is considered the high-tech capital of the world; the province of Alberta has a greater saturation of broadband connections than anywhere else in the world. Edmonton's recognition holds weight with International Employers*), however the education provided allows graduates to confidently seek employment anywhere in the world.

Graduates of the program are qualified to create dynamic content for interactive Web, DVD or wireless delivery by formulating, constructing and delivering digital audio, video, broadcast graphics, and animation. They are also prepared to manage content for distribution through traditional and new media, including CD, DVD, television, and broadband Internet. With the portfolios created in class, graduates are prepared to begin their careers serving the needs of corporate, television and entertainment, e-business, multimedia and other media distribution outlets for existing and new markets.

Job Opportunities

- Digital Media Producer
 - Project Manager
- Production Designer
- Computer Graphics Designer
 - Animation Designer
 - Website Developer
 - Video Compressor
 - Digital Photographer
- Flash Actionscript Programmer

Guru Digital Arts College offers one of the most highly focused Diploma Programs available in the Digital Media Industry today. This six month, full-time program is committed to maximizing student potential and employability.

The future of Digital Media Production entails an exciting combination of traditional multimedia, motion graphics for television, media arts and animation, computer gaming and interactivity all rolled in to one. Future Digital Media Producers will be required to have a strong understanding of production concepts and tools enabling them to plan, design and execute projects entirely.

As well, Digital Producers will be able to understand the concepts behind the “back-end” scripting, which will allow creative interactive designs to “speak to” servers and wireless devices.

Typical candidates for the college are students who are already comfortable and confident using technology. Typical candidates use technology for pleasure and enjoy multitasking and self learning. Many will have a related background or previous training and require a current technology update.

Theory Components

- Copyright and Business Law
- Developing for DVD
- Digital Audio Theory
- Digital Video Theory
- Human Interaction Skills
- Image Theory
- Mini Projects
- Portfolio
- Project Planning
- Sketching and Classical Animation
- Stress Management
- Team Building
- Visual Communication and Design
- Wireless Technologies

Software and Skills

- Adobe Acrobat
- Adobe Illustrator
- Adobe Photoshop
- Digital Video Editing
- Flash Action Scripting
- Flash Animation
- JavaScript
- Macromedia Dreamweaver
- Microsoft Office
- PHP, ASP and XML
- QuickTime and QuickTime VR
- Storyboarding
- Typography
- Video/Audio Compression

Visit us on-line at www.gurudigitalarts.com

Guru Digital Arts College

Registration and Admissions
Lower Level, Empire Building
10080 Jasper Avenue
Edmonton Alberta
T5J 1V9 Canada

For additional information
or program details:

Tel. (780) 429-4878 GURU

Fax. (780) 429-0200

email: info@gurudigitalarts.com



Program Start Dates

2003 Start Dates

Digital Media Producer
*(24 weeks, CAD \$16,000)
*(24 weeks, USD \$10,900)

- October 2003
- April 2004
- October 2004