



GURU

DIGITAL ARTS COLLEGE



**Guru Digital Arts College**  
[www.gurudigitalarts.com](http://www.gurudigitalarts.com)

2003

**Digital Media Producer Program**



## DIGITAL ARTS COLLEGE

### DIGITAL MEDIA PRODUCER DIPLOMA

# Vision

The future of Digital Media Production will entail the exciting combination of traditional multimedia, motion graphics for television, media arts and animation, computer gaming and interactivity all rolled in to one. Future Digital Producers will be required to have a strong understanding of production concepts and tools. They will be able to plan, design and execute projects entirely from on-site and remote locations. As well, Digital Producers should 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. Many will have a related background or previous training and require a current technology update.

#### Theory Components:

- Copy write 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 Skills
- 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 Cold fusion
- Macromedia Dreamweaver
- Microsoft Office
- PHP, ASP and XML
- QuickTime and QuickTime VR
- Storyboarding
- Typography
- Video/Audio compression and streaming

Delivery of technical instruction is such that diligent students could expect to pass Macromedia® Developer and/or Adobe® Certified Expert Certification if tested.

#### Career Opportunities

Guru Digital Arts College recognizes that many graduates will be interested in gaining local employment (Edmonton is still 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. That 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 though 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 Actionsript Programmer



## DIGITAL ARTS COLLEGE

### DIGITAL MEDIA PRODUCER DIPLOMA

#### Admission Requirements:

##### General:

An Alberta or non-Alberta grade 12 diplomas (or the equivalent); with a passing mark in a Grade 12 level English. Minimum 60% passing mark in Math 30 or equivalent. Proper support documents and transcripts must accompany each application and diploma or work experience/experience in a related discipline.

##### Mature:

Mature students may be accepted if they have at least two years of documented industry experience in a related discipline (graphic design, video/audio production, desktop publishing) and at least 50 credits toward an Alberta High School Diploma. A grade of 50% or better in English 10 or any Grade 11 English course, or non-Alberta equivalent, is also required. Proper support documents and transcripts must accompany each application.

##### Skill Prerequisites:

This program prepares students to work with computers at a highly technical level. Therefore, students must be fully comfortable and competent with computers prior to beginning this training. This program occurs in a very fast-paced learning environment and requires significant after-class study and preparation.

Specifically, students should be able to:

1. Perform file management tasks (copying, deleting, and moving files) in either a Windows or a Macintosh environment.
2. Differentiate between executable and non-executable files.
3. Modify the system environment in either a Windows or Macintosh OS (backgrounds, display settings, etc.).

4. Understand and perform software installation and setup.

5. Basic understanding of Adobe Photoshop: layers, palettes and interface components.

6. Demonstrate a basic understanding of PC or Macintosh hardware.

7. Demonstrate problem-solving and creativity skills.

- Students must submit a portfolio (flexible in content and formalities) to demonstrate creativity. Portfolio can be comprised of artwork, illustrations, photography, video/audio production, or digital content.
- Successful completion of GDAC test module.

#### Student Evaluation Process

Students are expected to write a mid-term and a final examination in each of the three major learning concepts: Theory Skills, Human Interaction Skills and Application Skills. The mid term exams will carry a total weighting of 25%, and the final exams will carry a total weighting of 45%. A passing mark of 60% is required on each exam

Students are expected to complete two major projects and a Professional Portfolio with a weighting of 15% for the projects and 15% for the Professional Portfolio. A passing mark of 60% is required. All course curriculum marks are weighted according to their proportionate hours. ■

Guru Digital Arts College is located in the heart of downtown Edmonton close to shopping and amenities. Labs can be accessed \*24 hours day, seven days a week. Edmonton is considered by many to be the high-tech capital of Canada, and the province of Alberta is densely saturated with broadband Internet connections. \*Restrictions apply please call for details





# DIGITAL ARTS COLLEGE

## APPLICATION FOR FULL-TIME ADMISSION

### Career Opportunities

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Guru Digital Arts College reserves the right to add, change or delete courses and to make curriculum and policy changes as may be deemed necessary.

### Mail your completed application to:

Make your non-refundable application fee (cheque or money order) payable to:

Guru Digital Arts College  
Registration and Admissions  
Lower Level, Empire Building  
10080 Jasper Avenue  
Edmonton Alberta

T5J 1V9 Canada

**Total program hours 812**  
**Twenty-four weeks full-time**

### Start/End Dates

**Next program begins:**

Monday, February 3, 2003

**And ends:**

Friday July 21, 2003

### ADMISSION POLICY

Guru Digital Arts Colleges' admission policy is to select the most able student body. Training is provided at an intermediate level and at an accelerated pace. Applicants must be 18 years of age, or older, or have completed Grade 12 or equivalent. Acceptance is determined by the talent, creativity and commitment demonstrated in the contents of the application package and by the candidates

Potential to succeed in the program. Work experience and/or education in the area of study is recommended but not required. Demonstrated digital intelligence and tested computer skills are required for Digital Media Producer Diploma Program.

### All applicants must submit the following:

(Incomplete applications will not be processed)

- \$50 non-refundable application fee Completed application.
- A two page personal profile including a brief personal history, what inspired you to move in this career direction, your strengths and weaknesses as an artist, what skills and experience you feel you need to gain to become this artist, and why you think Guru Digital Arts Colleges' program is the right one for you.

- Two references, preferably from previous instructors or employers, with contact information or letters.
- Detailed work/education history or resume.
- Transcripts from any secondary or post-secondary institution attended in the last five years.
- Proof of age (copy of photo ID, passport or drivers license)

Upon receipt of the complete application package, a short interview will be conducted with the applicant by telephone, in person or by email. For students whose English language proficiency is in question, a TOEFL score may be requested, with a minimum requirement of 550 (or 200 under the digital scoring method). If you are an International student and English is your second language, please go to <http://www.gurudigitalarts.com/internationalapply>.

Additional information For Canadian citizens or landed immigrant applicants all fees are quoted in, and payable in, Canadian dollars.

For International applicants all fees are quoted in and payable in US dollars.

Scheduled breaks in the curriculum will occur in December, April and August. Specific dates are available upon request.

Please do not submit original artwork. Send disks, Web links, photocopies or CDs of original work.

Guru Digital Arts College is not responsible for lost or damaged items.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date of Application

### For additional information or program details:

Telephone (780) 429-4878  
(780) 429-GURU  
Fax (780) 429-0200  
email:  
[registrar@gurudigitalarts.com](mailto:registrar@gurudigitalarts.com)

### 2003 Start Dates

Please indicate course and start date at right. Start dates are subject to availability.

Program Start Date

### Please indicate course

Digital Media Producer (24 weeks, \$14,000)

February 3, 2003

September 2003

