FREQUENTLY ASKED QUESTIONS

What are the Admission Requirements?
Leaving Certificate (or equivalent). Basic computer and keyboard skills are necessary. Recognition of Prior Learning (RPL) will be applicable for candidates (www.cit.ie/rpl).

How do I apply?
You can apply online by visiting http://www.cit.ie/course/CRHMEDP6.

How long does the course last?
Module duration: 13 weeks

Due to the flexible nature of the modules, there is no time limit for completion of the course. Individual modules may be taken in a time scale that suits the student.

Typically a module is delivered 2 evenings a week in each semester.

On completion of the course, what skills will I have?
Graduates of this course will be able to
- Apply a range of interactive media, design and technical skills in the production and management of media types, which can be delivered via the web;
- Present video production knowledge of the process of shooting and editing video;
- Demonstrate digital image creation and manipulation;
- Demonstrate a practical and theoretical knowledge of design for print.

Where can I find more detailed module information?
http://courses.cit.ie/index.cfm/page/course/courseId/868

CIT has developed a website which gives full details of all modules for this course. The website also has information on recommended textbooks, average weekly workload, assessments, and exams.

Please note this course is delivered on Apple Mac Computers.

CERTIFICATE IN MEDIA PRODUCTION

The Certificate in Media Production consists of 4 modules which when completed together constitute a HETAC Level 6 CIT Certificate. While the full course consists of all four modules, students are free to take one or more modules within a flexible timeframe.

The course aims to provide stand-alone modules for those who wish to update their knowledge or expand on their range of expertise in Media Design and Production.

The programme is offered by the Department of Media Communications based at CIT Bishopstown Campus and offers a flexible and accessible framework and delivery.

CIT CRAWFORD COLLEGE OF ART & DESIGN
COLÁISTE EALAÍNE AGUS DEARTHA CRAWFORD

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ENQUIRIES TO

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www.cit.ie/course/CRHMEDP6

CERTIFICATE IN MEDIA PRODUCTION (LEVEL 6)

Course Code
CR_HMEDP_6

CIT CRAWFORD COLLEGE OF ART & DESIGN
COLÁISTE EALAÍNE AGUS DEARTHA CRAWFORD

CERTIFICATE IN MEDIA PRODUCTION

COURSE PROGRAMME

The Certificate in Media Production consists of 4 modules which when completed together constitute a HETAC Level 6 CIT Certificate. While the full course consists of all four modules, students are free to take one or more modules within a flexible timeframe.

The course aims to provide stand-alone modules for those who wish to update their knowledge or expand on their range of expertise in Media Design and Production.

The modules facilitate employers, employees and those wishing to upgrade their skills by offering individual or multiple modules in an easily accessible, learner centred manner. The four modules are:

- Web Design & Interactive Media
- Introduction to Video
- Digital Imaging
- Design for Print

COURSE MODULES

Web Design & Interactive Media

Module Code: DESI6018   Fee: €400

Semester 2 - Monday & Wednesday evenings 7pm- 9pm

Aims: The module provides an introduction to interactive media design. It covers how to analyse and evaluate interactive multimedia. Using industry standard software packages (Dreamweaver and Flash), this module deals with the design and technical considerations for the production and management of media types such as text, graphics, audio and video content, which can be delivered via the web.

On successful completion of this module the learner will be able to:

1. Identifying the stages involved in interactive media design and production;
2. Analyse and evaluate interactive media products in terms of visual, technical and functional design;
3. Demonstrate the technical issues related to the function and operation of hardware and software components, media storage and delivery involved in interactive media production;
4. Demonstrate the application of design and development skills and competencies through the production of effective interactive products as applicable to set project.

Introduction to Video

Module Code: MMED6015   Fee: €400

Semester 1 - Monday & Wednesday evenings 7pm - 9pm

Aims: This module is intended as an introduction to the video production process. It provides an overview of the technology as well as an examination of the process of shooting and editing video.

On successful completion of this module the learner will be able to:

1. Interpret the processes involved in the production of professional video;
2. Demonstrate the ability to create a coherent plan for a video production;
3. Construct using non-linear editing software a piece of edited footage using simple cut sequences;
4. Demonstrate a clear understanding of basic video camera operation;
5. Create a simple authored video film from shot material.

Digital Imaging

Module Code: DESI6016   Fee: €400

Semester 2 - Tuesday & Thursday evenings 7pm - 9pm

Aims: This module provides practical experience in the process of digital image creation and manipulation. Students will be introduced to the principles of digital imagery. Using industry standard software packages (Illustrator and Photoshop), this module covers the approaches that can be used in the creation of digital images for output in print or screen form.

On successful completion of this module the learner will be able to:

1. Demonstrate the function and operation of hardware and software involved in digital imaging;
2. Demonstrate the application of visual language through the production of effective images;
3. Use appropriate software applications for the creation, correction, retouching, and manipulation of digital images;
4. Identify and discuss the technical issues associated with digital image storage and output for print and screen.

Design for Print

Module Code: DESI6015   Fee: €400

Semester 1 - Tuesday & Thursday evenings 7pm - 9pm

Aims: This module provides training and practical experience in the process of design for print. Students will be introduced to the principles of design as they relate to print production. Using industry standard software packages (in-Design and Photoshop), this module covers the approaches that can be used in the design, lay-out and production of various printed materials, for example, brochures, flyers, newsletters, and posters.

On successful completion of this module the learner will be able to:

1. Describe the function and operation of the hardware and software involved in print based design and production;
2. Apply the principles of design in the creation of a range of printed materials using a combination of type and image;
3. Demonstrate effective communication of information in printed form using a combination of type and image to the requirements of a provided brief;
4. Demonstrate the stages involved in preparing designed material for commercial offset and digital printing.

GRADUATE PROFILES

GOSIA LEWANDOWSKA

"I am originally from Poland and have been living in Ireland since 2006. I graduated from my full time studies in Architecture and Town Planning at the Technical University of Gdansk before coming to Ireland. I have worked as an Assistant Architect in both Poland and Ireland. I recently completed the Media Production course at CIT, and during the course I was able to work and gain some experience as a Graphic Designer.

Creating various graphics has always been part of my life, I am a very creative person and it is very important for me to do something that I love and that brings me joy. This is one of the reasons why I decided to go back to college and broaden my knowledge in Digital Media. I decided to take 4 modules which I felt would give me both the technical knowledge and graphic skills I required.

Modules like Video and Web Design were new for me, they gave me the knowledge and skills I needed to make my own movie and create my own website where I can share my graphics with others. Modules like Design for Print and Image Processing were also very useful when I started working as a Graphic Designer, I was able to create product catalogues, sell sheets and flyers. The course was a very good investment and I look forward to using my new skills."

DONAL TWOMEY

"I am in my 50's and I am from the North side of Cork City. Over the last 30 plus years, I have produced some form of visual media for friends, family, my employer, and for customers who saw my work. Over the years I have had to learn, through a process of trial and error, how to capture and produce video, still images and graphics and most recently, how to produce and place content on a web site. Looking back at that process and what I went through, I now see that I could have saved myself a lot of time and grief if I had undertaken the Certificate in Media Production in CIT at a much earlier stage.

After completing this Certificate, I now see that despite my prior best intentions and effort, I had limited knowledge in video editing, digital still image editing, graphic design, and web design.

The knowledge that I now have, gained from completing these 4 course modules has allowed me to become far more creative, more resourceful and more productive, and has allowed me take on challenges that I would have normally passed up. I now have the tools and the confidence to get the finished product that I always wanted, and with customer satisfaction. I have other third level qualifications but this one is definitely for me, the most valuable learning I have ever undertaken."