Advanced Digital Training

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We bring out the Creative in you

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ADT Combined Video/Photo/Graphics Course:

The ADT Combined Digital Video/Photo Graphics Package is a complete multimedia experience for those who want to understand the full range of digital photo and video technologies available today. It seamlessly combines a number of courses which collectively run over the duration of a 30 day period. It is a full time course, and students will be attending classes for at least 22 days during this month-long Multimedia Experience. Upon successful completion, students will obtain a ????? approved certification which will stand them in very good stead if they choose to look for employment in the exciting field of digital graphics, photography or video editing. The beauty of the ADT Combined course is the way in which it provides extensive hands-on experience in such a wide variety of disciplines. This is accomplished by the inclusion of 5 project days interspersed between each of the course modules. Read on to discover whether this is the course you have been waiting for.

Structure of the Course:

This course is essentially a full-time course which includes at least 22 lecture / project days within a one month period. During this period, students will complete a collection of relevant and powerful courses, all of which combine to provide instruction and hands-on experience in a multi-disciplined approach to photography, video, and computer graphic activities. Take a look at the list of modules which are included in this fascinating and compelling course:

- Introduction to Digital Photography – 1 day
- Working With Digital Photographs - 2 days
- Adobe Photoshop – Level 1 - 2 days
- Adobe Illustrator – Level 1 - 2 days
- Digital Photography Camp – 5 days
- Introduction to Digital Video Editing – 1 day
- Adobe Premiere – Editing Digital Video on a P.C. – 2 days
- Web site Creation using Microsoft FrontPage – 2 days
- Project Days for the completion of various assignments – 5 days
- Wrap-Up session including handout of projects, evaluations and certificates.

Project days are designed to allow students time to assimilate and practice what they have learned during the lectures, and to complete assignment related to the newly-acquired skills. During these project days, students will edit, manipulate and print photographs, edit video captured from a variety of video sources using a PC and the highly-acclaimed Adobe Premiere, create a web site, and incorporate video and photographic images into its pages.

Course Prerequisites:

Attendees should have had at least some photographic experience, (still and video) as well as a rudimentary familiarity with Windows-based computers. If you are in any doubt about whether or not your experience will qualify you for inclusion in this course, please give us a call and we can provide further information.

Course Objectives:

This combined course is designed to provide a very comprehensive, well-rounded collection of modules leading to a certification that provides students with a complete understanding of all aspects of digital photography, digital video capture and editing, the use of Adobe Photoshop and Illustrator in the creation of high quality graphics, and the ability to create web sites enriched with multimedia components such as video and high quality images.

Course Details:

- **MODULE 1: Introduction To Digital Photography.**
  This course introduces students to the technology, terminology and basic principles involved in digital photography. Students will understand exactly how digital cameras function and will be well informed about the strengths (and some of the current weaknesses) of digital photography.

- **MODULE 2: Working With Digital Photographs.**
  This module is divided into 4 parts:
    - detailed information about digital camera menus, features, and photographic techniques;
    - an introduction to the use of Adobe Photoshop as the premiere photo manipulation tool. Students are given a simple point-by-point recipe that simplifies the process of photo editing;
    - Portfolio development – here students manipulate, edit and enhance 7 photos and prepare them for printing on a high resolution inkjet printer
    - This section provides information and experience on important printing-related aspects including printer/monitor calibration, printer settings, resolution-related issues, and paper types. Finally students print out copies of the 7 images they manipulated earlier.

- **MODULE 3: Adobe Photoshop Level 1.**
  Adobe Photoshop is internationally recognized as the premiere image editing software, and for good reason. This level 1 course unpacks many of the useful tools, palettes and features that have given it such a well-deserved reputation. Included, too, are many tips, tricks and shortcuts that are not documented in the official software manuals.

- **MODULE 4: Adobe Illustrator Level 1.**
  Illustrator is the companion program to Photoshop. It is a program which focuses on the creation of vector (line) based artwork including text, layout, and the integration of bitmap images (such as those created in Photoshop). Illustrator, too, is an industry standard, and this level 1 course provides a solid grounding in the skills and techniques needed to produce first-rate output.

- **MODULE 5: Digital Photography Camp.**
  This module runs for 5 days, and provides a truly powerful in-depth experience in a variety of photographic techniques and photography types. The newly acquired skills in Photoshop will be tested to the full in this exciting and varied 5 day camp. Each day contains at least 2 or 3 hours of

field work as students practise various photography techniques in real-world situation (choice of locations are of course weather-dependent). Students will develop a truly impressive portfolio of small, medium and large-size photographic prints.

MODULE 6: Introduction to Digital Video.
This is a one day module to bring students up to speed with the digital video terminology, current concepts, hardware, and the inter-relationship between the hardware components and the software used to edit digital video.

MODULE 7: Digital Video Editing with Adobe Premiere.
Adobe Premiere is a highly-acclaimed software package that allows PC users to use this powerful non-linear video editing suite to manipulate and edit broadcast quality digital video on most modern Pentium-based PCs. Students will have the opportunity to see and experience first hand just how simple the process can be. What previously costs many thousands of dollars to accomplish, can now be achieved using relatively inexpensive hardware, and some basic editing techniques. This is an exciting and enjoyable module.

MODULE 8: Web site Creation Using Microsoft FrontPage.
So much multimedia content created by professionals is destined to end up adorning internet web sites. This course provides instruction and hands-on experience in the creation of attractive, functional web sites – something that is become more and more of a necessity in this connected era. Students will learn how to incorporate the graphics, illustrations and edited video into a web site, and how to design sites that are not only attractive, but very user-friendly and easy to navigate.

PROJECT DAYS:
These days are included in the course so that students can gain the opportunity to demonstrate their mastery of the skills, techniques and procedures they have learned over the duration of the preceding 8 modules.

If this sounds like the kind of course that you are looking for, we would be more than happy to provide you with further information to help you decide. To get more detailed course information, pick up the phone and call us (604-982-0919) or email us (enquiries@ad-training.com) with your query or reservation.