Certificate III in Media

This qualification reflects the role of a skilled operator in the digital media industries who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a team.

Vocational Qualifications
Certificates – Level I to Level IV
- Certificate I in Education and Skills Development 40625SA
- Certificate II in Creative Industries CUF20107
- Certificate III in Media CUF30107
- Certificate IV in Screen & Media (Animation) CUF40107
- Certificate II and III in Information, Digital Media and Technology ICA20111/ICA30112
- Certificate II in Community Services/Certificate III in Community Services Work CHC20112/CHC30112
- Certificate II in Tourism/Certificate III in Travel SIT20107/SIT30112
- Certificate II in Sport & Recreation SIS20310
- Certificate II in Hospitality (Kitchen Operations) SIT20907
- Certificate I in Food Processing (Cellar Operations, Viticulture) FDF10111 under Auspice with TAFESA

Diploma & Advanced Diploma
- Diploma of Screen & Media (Film-making – Media Arts Production Skills) CUF50107
- Advanced Diploma of Screen & Media (Film-making – Media Arts Production Skills) CUF60107

ASQA Scope Registration pending
- Certificate II in Education and Skills Development 40625SA

Other Courses
A wide range of other courses including:
- Specialised IT courses
- Computing courses
- SACE Stage 1 subjects
Certificate III in Media
CUF30107

Job roles include:
- Archival media specialist
- Digital artist
- Interactive media author assistant
- Production assistant
- Editing assistant

Course Structure
The course is offered over one year full-time.
To complete this course students study three full-year topics:
- Animation 1
- Animation 2
- Animation 3
Plus
- Cel Animation
- 3D Computer Animation

Core module outlines
- Animation 1 & 2
These subjects comprise studio sessions where animation exercises and small projects are used to explore core animation values and techniques, such as anticipation, exaggeration, framing and posing. Key software such as Adobe Flash and After Effects will be developed as tools for this exploration.

- Animation 3
This subject will also be run as a studio session, often sharing subject matter with Animation 1 & 2, however, the emphasis here will be on imaging and sound, as well as design issues.

- Cel Animation
Starting from drawings on paper, students will explore traditional animation values to produce a complete video animation.

- 3D Computer Animation
3D animation techniques for computer games or video production, with a special emphasis on character animation and modelling.

Projects
The prime objective for students is to achieve competencies in each unit. These are achieved by means of group projects and exercises. However, since the course is intensely industry oriented, students work on at least one major piece for public showing.

Delivery
Students should understand that the timetable will need to be flexible on some occasions. It is anticipated that some after-hours workshops, conducted by specialist practitioners in the media industry, will be part of the program and students will be expected to attend.

About Certificate
This Level III accredited vocational certificate explores a full range of digital animation techniques. It is offered to students who wish to develop skills leading to further training for employment in animated media for film, video or the web.

The course aims to introduce students to:
- a full range of animation methods – 2D and 3D computer animation and cel animation
- an understanding of the place of animation within media technologies, both linear and interactive
- a knowledge of local employment opportunities and employers in linear media (video and TV) as well as in digital multimedia and some understanding of the employment structure of the national and international industry
- an understanding of animation processes and systems
- appropriate levels of drawing and design
- opportunities for subsequent skills development
- photo imaging and illustration software

The course aims to develop in students:
- the ability to set realistic goals and meet deadlines
- the ability to create intellectual property
- the ability to contribute to group projects as well as to work independently
- sound animation creation and production processes
- technical skills related to animation and interactive multimedia, including drawing and design skills
- an understanding of industry expectations

Industry links
The course has strong links with industry, with a number of industry practitioners presenting aspects of their work.

The ability to work in teams is an important aspect of work in this industry and is therefore a skill cultivated in this course. Students present finished work in linear and occasionally in interactive media and then screen this work publicly.

Past students have gained employment in animation, graphic simulation and television industries and some produce their own independent animations.

Pathways
The qualification largely prepares students for further training which leads to gaining employment in animated media for film, video or the web.

Competencies

Core units
- BSBCRT301A Develop and extend critical and creative thinking skills
- CUFIND301B Work effectively in the screen and media industries
- CUSOSH301A Follow occupational health and safety procedures

Elective units – 8 required
- CUFANM302A Create 3D digital animations
- CUFANM303A Create 3D digital models
- CUFWRT302A Write simple stories
- CUFISOU204A Perform basic sound editing
- BSBDSES201A Follow a design process
- CUFUDIG304A Create visual design components
- CUVACD301A Develop drawing skills to communicate ideas
- CUFANM301A Create 2D digital animations

Software
Almost all software is Windows based. It includes Maya, Adobe Flash, Adobe Premiere, Adobe Photoshop, Adobe Illustrator and Adobe After Effects.

Prospective students
There are no formal prerequisites for applying to join Certificate IV in Screen and Media, but applicants who have:
- been involved in media-related activities
- made independent films or animation
- media work experience
- produced personal artworks
derive the most benefit from the course.

Computer competence is essential and some computer graphics is useful. The ability to work well in groups is essential as this is an intensely collaborative industry.