

Interactive Media

Course Details

The relationship between word and image is one of the fundamental principles of communication. This module explores the theory and practice of what is meant by interactive media. You will be introduced to the roles that visual literacy and communication can play in the design of interactive media.

You will develop an understanding of visual language by applying words to visual experiences and creating visual images to illustrate verbal ideas. The interaction of word and image will form the basis of your brief, both in theory and as a means to explore graphic design and its role in Multimedia.

In particular you will be required to examine how the use of good typography relates to the role of graphic design in the creation of interactive media. You will also be asked to produce examples sourced from published and blogged research and analysis of theoretical contexts for interactive media.

Qualifying Learners are Capable Of:

- 1-Designing visual and technical components and structure of interactive media solutions
- 2- Proposing audio-visual and technical interactive media solutions
- 3- Gathering interactive media content and information
- 4- Designing and developing creative elements for interactive media solutions
- 5- Authoring content for interactive media solutions
- 6- Delivering interactive media solutions in required formats And:
Managing a business in the interactive industry, or Innovating and creating ideas and opportunities, or Safeguarding a multi-user computer system

Exit level Outcomes

1. Design visual and technical components and structure of interactive media solutions
Range: Components and structure include interfaces, navigation architecture and storyboards
2. Propose audio-visual and technical interactive media solutions
3. Gather interactive media content and information
4. Design and develop creative elements for interactive media solutions
5. Author content for interactive media solutions
6. Deliver interactive media solutions in required formats
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COURSE START DATE

13 February 2024

CAREERS:

- ▶ Designer
- ▶ Web or animation designer
- ▶ Sales and advertising agencies
- ▶ Print publishing, reproductions
- ▶ Strategists (what to do with the web as part of mix)
- ▶ Packaging and lay outs designers
- ▶ Scripting, database development
- ▶ 2D animation and digital special effects

COURSE DURATION, LEVEL, COST & AWARD

Duration: 1 Year

NQF Level: 5

CLASS SCHEDULE

This Course Is Scheduled For 1 Year , 4 days per week

COST : Fees structure

AWARD : NATIONAL CERTIFICATE

ENTRANCE REQUIREMENTS

- ▶ National Senior Certificate or equivalent qualification
- ▶ Computer literacy
- ▶ English language (spoken and written)

LEARNER MATERIAL

A list of textbooks will be provided by the Campus Academic Department.

All textbooks are excluded from the tuition fees

All our training programmes provide extensive practical training that is designed to equip the students with the necessary tools to meet the requirements of the industry.



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