MCAST

Malta College of Arts, Science & Technology

MQF Level 3

Diploma in Media

AD3-03-19

Course Description

Prospective students will embark on this Level 3 Media Course if in the future they envisage themselves working in television, film, animation or if they are just wondering whether this would be the right career path for them. This course will give students an introduction to the various disciplines and elements that make up the creative media sector and it will allow them, not only to study theoretically, but also to experience working on projects hands-on. This course will provide the ideal groundwork upon which students can further their studies to become creative media professionals.

Programme Learning Outcomes

At the end of the programme the students is able to
1. Understand differences and similarities between Art and Media
2. Perform complex Media tasks in accordance with clear instructions
3. Participate in the cultural life of local community through the use of media
4. Apply basic techniques and materials in Media

Entry Requirements

□ MCAST Foundation Certificate ;or

□ 2 SEC/O-Level/SSC&P (Level 3) passes Preferred: English Language, Music

□ A full "Secondary School Certificate and Profile" (SSC&P) at Level 2 will be accepted in lieu of one (1) O-Level pass.

Other Entry Requirements

N/A

Current Approved Course Structure

Unit Code	Unit Title	ECVET/ECTS
CACVS-306-1401	Visual and Contextual Studies	6
CAMED-306-1401	Graphic Art	6
CAMED-306-1402	Animation	6
CAMED-306-1403	Photography	6
CAMED-306-1404	Moving Image	6
CAMED-306-1405	Idea Generation and Development	6
CDKSK-304-1403	Mathematics	4
CDKSK-304-1402	English	4
CDKSK-304-1401	Malti	4
CDKSK-304-1404	Information Technology	4
CDKSK-304-1406	Personal Development	4
CDKSK-304-1405	Science	4
Total ECVET/ECTS	60	

Unit: CACVS-306-1401 - Visual and Contextual Studies

Unit level (MQF): 3

Credits: 6

Unit Description

This course will provide the student with grounding in historical and contemporary visual arts with a view to developing a broader and more attuned visual vocabulary. The learner will develop an appreciation and awareness of the principles and practices that form the basis of contemporary visual languages.

The student will develop critical visual skills, whilst learning about the historical, theoretical, and contextual underpinnings that frame our visual culture.

Contextual studies are important for three reasons: first, to develop the students' ability to critically analyse the way in which images work and to get the most out of their own practice; secondly, to enable them to learn what has gone before them, what is happening currently and how their work fits into this; and thirdly, to provide visual and Intellectual stimulation that will feed into their work. They include any visual or literary material that will help you on this path, including art and design history, film, television, philosophy, literature and cultural theory, and the development of your own critical abilities through discussion and writing.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Define various forms of visual communication in relation to cultural and historical contexts.*
2. *Show an understanding of the development of media and communication technology in relation to cultural and historical contexts.*
3. *Demonstrate an understanding of trends in contemporary media.*
4. *Evaluate information from a variety of sources making reference to knowledge acquired in unit.*

Unit: CAMED-306-1401 – Graphic Art

Unit Level (MQF): 3

Credits: 6

Unit Description

This unit aim to develop learners' creative potential by enhancing their knowledge about colour and its properties and introducing them to design principles such as: unity and harmony, balance, hierarchy, contrast, scale, etc. Knowing those principles is crucial in graphic arts and this unit's main goal: to help learners realise their own creative work through practical predefined tasks.

Basic knowledge and skills in using vector graphics computer application is also important part of this unit. It is basic, but necessary knowledge in order to complete given design tasks. Practical knowledge in vector drawing software will help learners not only use program capabilities in order to make their graphic design life easier, but also to develop strategy thinking, self-discipline, planning and organizing workflow.

And last, but not least important part of this unit is typography. Learners will get theoretical knowledge about history of communication (that can be more than helpful in graphic arts), types of typography, its anatomy and focus on how to use typography effectively. In such tasks creativity, planning, experimenting and sense of measure will develop further.

Learning Outcomes

On completion of this unit the learner will be able to:

1. *Understand how visual principles are used in graphic art and design in order to convey ideas and meaning.*
2. *Demonstrate knowledge of graphic media, tools and techniques.*
3. *Communicate visually using graphic media, tools and techniques.*
4. *Use art and design principles effectively in own creative work.*

Unit: CAMED-306-1402 – Animation

Unit Level (MQF): 3

Credits : 6

Unit Description

In the beginning of this course the students are introduced to the history of animation. The techniques and principles of animation will be shown to students through a series of practical examples of both traditional and modern digital animation.

This unit will focus on teaching student's basic animation techniques starting from more traditional disciplines such as frame by frame and stop motion and working through practice towards basic digital animation techniques.

The most important thing that students will learn in this course is how animation works, and how they can interpret ideas through this medium.

Learning Outcomes

On completion of this unit a learner should:

1. *Understand basic animation principles and techniques.*
2. *Demonstrate how to experiment, develop and create conceptual storyboards for an animation.*
3. *Plan and pre-produce an animation for a given brief.*
4. *Create and evaluate final animation and work.*

Unit: CAMED-306-1403 - Photography

Unit level (MQF): 3

Credits: 6

Unit Description

In this unit, learners will be introduced to photography. Major events in development of photography from its relatively young history will be covered in the first part of the unit. Then, students will deal with technical aspects of photography. They will learn about light and how it can be captured on film/sensor, they will learn all about camera and lenses, types and usage.

Learners will soon be able to test their knowledge in practical workshops. Everyone should see how everything mentioned up until then really works, so they can use cameras in proper manner and according to their intentions.

Other equipment following camera and lenses will also be learned about. Flashlights, tripods and other studio and field equipment will be studied and used in practical tasks.

Photographing in studio, creating and arranging their own light will cover important part of this unit. Specialized tasks like photographing a portrait in photo-studio and shooting small objects will be explored through practical workshops.

The other major practical knowledge learners will gain is about photographing at available light conditions. Outdoors photography will cover macro photography, landscape and street photography. Special and interesting task will be night photography.

Learners attending this unit will become proficient camera users capable of performing variety of photographic tasks and continue to further development of their skills.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Explain important elements and functions of a camera and its parts*
2. *Properly expose and shoot a photograph*
3. *Set up appropriate lighting conditions for an object in a studio*
4. *Use photo equipment properly whilst making best use of available light*

Unit: CAMED-306-1404 – Moving Image

Unit level (MQF): 3

Credits: 6

Unit Description

In this unit students will gain the basic knowledge of the process of creation in the field of video production. The aim of this unit is to provide the opportunity for students to apply their new knowledge through their practical work that means realization of their own short form video.

Besides practical work, that takes the largest part of this unit, students will acquire the basic knowledge about history and theory of film. They will also have the opportunity to learn some elements of film production like picture, sound and light, as well as the forms and genres of films.

Through the stages of preparation, filming and editing short forms of video students will be able to stimulate their creativity and show their own sensibility in the area of video production (TV, film, video, commercials etc.)

The practical side of this program is technical literacy in the field of video production such as handling the camera and video recording. They will also be able to learn about the software for video editing (digital, non-linear editing) and to create the final product at the end of the mounting unit.

After each learning stage the knowledge of the students will be tested, and their practical work analysed, so that students could create their guidelines for their own creative development in this area.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Understand the basic elements of video production.*
2. *Record video material.*
3. *Edit video using the appropriate software.*
4. *Demonstrate an improvement in personal creativity.*

Unit: CAMED-306-1405- Idea Generation and Development

Unit level (MQF): 3

Credits: 6

Unit Description

In this unit, students will gain basic knowledge about creative thinking and idea generating. The aim of this unit is to provide the opportunity for students learn about usual creative techniques for idea generating, such as brain storming, and to go through the entire concept of establishing, perfecting and presenting a concept of their own.

This unit is aimed to give students an understanding of how the creative process works, how research can be further developed into an idea and ultimately into a finished product.

They will be encourage to produce work in a structured and organized approached, giving importance to each phase of the proudction process, enabling them to start building up a coherent and logical approach to work.

During this unit the student shall progress through understanding a brief, working towards a valid response to that brief (in any discipline chosen by the student – animation, photography, moving image or graphic arts), planning the response, executing it and finally reviewing it.

This will be an opportunity for the student to put the skills learned from the various disciplines to practice.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Understand what creativity is and how to produce a response to a brief.*
2. *Develop ideas through research and present an appropriate response to a brief.*
3. *Produce a finished piece that is clearly developed from own idea.*
4. *Establish a personal creative process and reflect on own practice.*