

# Web and Mobile Design Series



## Multimedia Specialist v1.0

*Multimedia Specialist* is the fourth course in the CIW Web And Mobile Design series. This course teaches the essentials of using Multimedia technologies in digital marketing and business.

This course builds your skills in creating graphical images, recording audio and video elements and other content for use in Websites, marketing resources and learning environments. You will learn about storyboards, lighting, shooting video, camera angles, audio and video editing.

This course will also apply project management tasks and critical thinking as you learn how to create and incorporate a variety of multimedia elements in Websites, marketing and other business solutions. You will also learn why accessibility, ethics and legal topics are important to consider when creating Multimedia solutions.

The CIW *Multimedia Specialist* course prepares students to take the high-stakes CIW *Multimedia Specialist* certification exam (ID0-724).

### Topics

#### Introduction to Multimedia on the Web

- What Is Multimedia?
- Multimedia and Your Web
  - Presence
- Multimedia job roles and searches
- Current Multimedia Capabilities
- Animation and the Web
- Audio and the Web
- Video and the Web
- Virtual Reality and Augmented Reality
- Multimedia and Today's Mobile Devices
- Multimedia and User Interaction
- Selecting the Right Multimedia Elements
- Integrating Multimedia into a Website
- Accessibility and Privacy Issues
- Project Management Tasks in Multimedia Development Strategies
- Website Issues and Solutions
- Time Management Analysis

#### Creating Graphical Images for the Web

- Digital Imaging Concepts
- Raster vs. Vector Graphics
- Graphics Applications
- Image File Formats
- Creating and Optimizing Images
- Essential Graphic Design Concepts
- Digital Photography Concepts
- Creating Images for Mobile Platforms
- Image Metadata and Tagging
- Publishing Images to the Web

#### Planning Multimedia Content for the Web

- Determining Your Audience
- Getting Data from Your Audience
- Making Data-Driven Decisions

- Presenting a Case for Multimedia
- Addressing the Audience
- Presenting a Draft of Multimedia Content
- Developing a Storyline
- Writing a Script
- Creating the Storyboard
- Gathering Multimedia Elements
- Multimedia Bandwidth Considerations
- Soliciting Feedback
- Effective Multimedia Presentations
- Asset Storage Management
- Standards for Leadership Techniques and Customer Service Strategies

#### Preparing to Capture High-Quality Video Content

- Equipment, Resources and Talent for Video Creation
- Setting Up Equipment
- Environment for Capturing Video and Audio
- Proper Lighting for Video
- Backlighting vs. Frontlighting
- Use Multiple Cameras in Video
- Using Microphones Effectively
- Bumper Music for Videos
- Choosing the Right Shot
- The Purpose of Zooming
- Creating Wide-Angle Shots
- Creating Cutaway Shots
- Changing Angles
- Planning a Video Clip to Promote a Business

#### Creating Content for a Video Project and Developing Video for Mobile Devices

- Recording the Video
- Recording Live Audio
- Incorporating Still Images into Video

- Incorporating Sound Effects and Clips into Video
- Adding Bumper Music and Titles
- Using "B-Roll" for Alternative Footage
- Cross-Device Compatibility for Video
- Video Formats for Mobile Devices
- Bandwidth Considerations for Mobile Devices
- Native Development Tools for Mobile Devices
- Responsive Design and Mobile Video

#### Editing Video Content

- Using Video-Editing Software and Techniques
- Determining Video and Topic Lengths
- Panning a Video or Image
- Inserting Additional Media
- Removing Common Video Errors
- Editing Audio Files in Audacity
- Repairing Audio Issues in Audacity
- Rearranging Video Sequence
- Applying Metadata Tags
- Using Closed Captioning
- Implementing Accessibility Compliance

#### Publishing Video Content to the Web

- Video Hosting Platforms and Options
- Incorporating Video into HTML5 Pages
- Publishing Video to Website and a Learning Management System (LMS)
- Publishing Video to a Cloud Service Provider
- Testing Your Website on Multiple Browsers

## Copyright, Ethics and Legal Considerations

Copyright Laws Affecting Video and Audio Development

Why Accessibility?  
Netiquette and Cultural Considerations  
Legal vs Ethical Issues  
Why Consider Global Laws?

Security Standards  
How Does Ethics Affect Videos?

## Target Audience

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Individuals preparing to enter or continue in the workforce fields of digital design, Website development, and design can benefit from the CIW *Multimedia Specialist* course and/or certification:

- High school students
- College students
- Technical/trade school students

Professionals working in Digital Design, Website development and design fields for any industry can benefit from the CIW *Multimedia Specialist* course and/or certification:

- Web and graphic designers
- Digital marketing professionals
- Mobile application developers
- Art/creative directors
- Advertising professionals
- Entrepreneurs

## Job Responsibilities

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Digital Design, Website development and design job responsibilities can include:

- Storyboarding marketing campaigns and advertisements.
- Recording audio and video clips for digital marketing projects
- Editing audio and video recordings for digital marketing projects
- Creating graphical images, animations and other multimedia elements

## Prerequisites

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The CIW *Multimedia Specialist* courseware requires an understanding of computers, internet technologies, and basic graphic design principles. We suggest CIW Internet Business Associate and Site Development Associate or equivalent knowledge.