

# 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 (1D0-724).

### 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  
Standards for Leadership Techniques and Customer Service Strategies

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

Equipment and Talent for Video Creation  
Setting Up Equipment Environment for Capturing Video and Audio  
Proper Lighting for Video  
Backlighting vs. Front Lighting  
Use Multiple Cameras in Video  
Optimal Microphone Locations for Video  
Bumper Music for Videos  
Creating an Establishing Shot  
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  
Determining Video and Topic Length  
Panning a Video or Image  
Inserting Additional Media  
Removing Common Video Errors  
Editing Audio Files  
Repairing Audio Issues  
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 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?

## 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 Web design, HTML5 and CSS3. The suggested prerequisites are the CIW *Site Development Associate* and CIW *Advanced HTML5 and CSS3 Specialist* courses or equivalent knowledge.