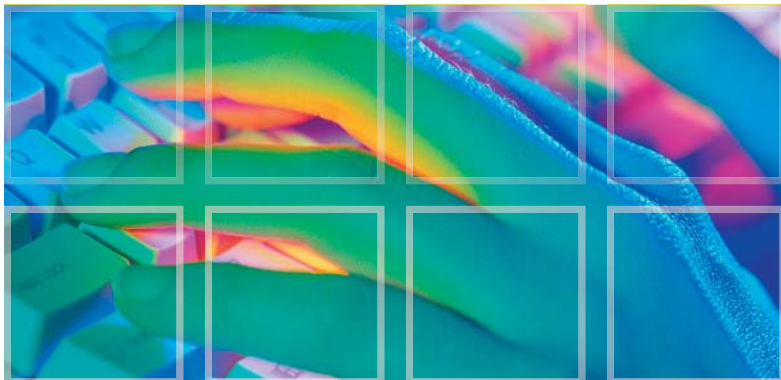




Diploma in Electronic Media

for digital broadcasters,
new media producers & designers

An EBU/NMTC distance learning course
17 October 2005 – 30 June 2006



Digital media for all platforms

Widen your perspective on the design of new media products and their application on different digital platforms.

From Web production to interactive TV, our course in Electronic Media will teach you future-proof skills and competencies in digital media.

Create your digital media content

The curriculum provides a comprehensive education in key interconnected domains.

The course covers web authoring, digital imaging, digital video production, animation and web marketing. Trainees are familiarized with the challenges of digital communication, its best practices and technological developments.

The 1-year distance learning course offers a flexible training solution, compatible with professional commitments, at excellent value for money. A 4-day face-to-face Master Class in Dublin allows personal contacts and opportunities for networking with industry experts and European colleagues.

The course has been developed by the Dublin-based New Media Technology College (NMTC), a European leader in new media training, in association with EBU International Training, a service of the European Broadcasting Union (EBU), the largest professional association of national broadcasters in the world.

Course Quick Facts

Who should attend

- Digital broadcasters
- New Media producers
- Designers

What outcome for you

- Competencies & skills to design, implement and develop new media products
- European diploma & course transcript

Format

- Long distance & part-time; compatible with a regular work schedule
- 35 weeks divided in 2 semesters
- 4-day Master Class at the end of the first semester

Content

- Fundamental skills in New Media including digital file management and imaging
- Web development
- Digital Animation
- New Media theory

When & where

- At a location suitable to you with Internet connection
- The 4-day Master Class takes place in Dublin

Training Language

- English

Prerequisites

- Computer and Internet literacy

Fee

- For 1 year of online training:
- EBU Active Members: € 3,750 / participant
- Others: € 4,200 / participant

Contact details

Hélène Rauby-Matta
Tel: +41 22 717 24 21
E-mail: raubymatta@ebu.ch

more on www.ebu.ch/training

New Media | EBU International Training

Course structure

The course is divided in modules. Each module lasts 4 weeks and consists of 12 tutorials and one assignment. In order to achieve the Diploma requirements, each trainee has to complete 3 mandatory modules, 5 elective modules and the course final project.

Online delivery and support

The course is delivered online through a dedicated website. Participants have access to the course material which is delivered on a weekly basis through the site. Support is also provided via email and discussion forums: participants receive feedback when they need it which guarantees regular progression.

Face-to-face Master Class

The course includes a 4-day Master class on the premises of New Media Technology College in Dublin, Ireland. It is an intensive face-to-face training session. Scheduled at the end of the first semester, it gives participants the opportunity to discuss with trainers and industry specialists their needs and the specific challenges of each domain. Direct contacts with other participants and instructors help to feel part of a learning community.

Final project

In addition to the course modules, participants have to complete a personal project which will serve as a portfolio of their skills.

Course structure

1. First semester: 17 October 2005 – 27 January 2006

Mandatory modules

Foundation skills in New Media
Understanding of basic processes and practices relating to New Media development and dissemination.

Digital File Management
Archiving, storage issues and file management, incl. file naming conventions, file organization methodology & practical application.

Digital Imaging
Digital image manipulation and use of the computer as a graphical editing tool, incl. digital imaging theory & equipment.

2. Master Class in Dublin: 31 January – 3 February 2006

3. Second semester: 13 February – 16 June 2006

Elective modules (5 modules to be chosen from the list below)

2D digital animation - Macromedia Flash
How to devise and develop digital animations for dissemination on the Internet.

Digital audio editing - SoundForge
Training in editing for digital audio, incl. manipulation of sound samples without loss of integrity.

Digital video - effects
Training in the application of special effects to digital video, incl. compositing and lighting effects.

Web development - HTML
Firm understanding of rules and best practices when creating HTML-based websites.

Web development - Dreamweaver
Tools to create a sophisticated website using Macromedia Dreamweaver features.

Web development - JavaScript
JavaScript language incl. creating, implementing and debugging scripts for use on websites.

Online marketing
Tools and techniques for increasing website traffic, incl. online advertisement standards, search engine optimisation, permission-based email marketing, market research and analysis

IDTV authoring & development
Strong theoretical ground in the issues surrounding the development of interactive digital television.

Interactive media presentations - Macromedia Director
Best practices in relation to the production of CD-Rom based interactive presentations.

New media theory
Understanding of a wide range of New Media related issues, incl. design, development and delivery.

4. Final Project: 19 – 30 June 2006



**Diploma in Electronic Media
for digital broadcasters,
new media producers & designers**

17 October 2005 – 30 June 2006

Personal details

First name: Last name:
Age: M F (tick as appropriate)
Company:
Position:
Address:
City/Postcode: Country:
Tel.: Fax:
E-mail:

Details on education & employment

Please enclose a passport photo and a CV giving an overview of your professional background and specifying your computer and Internet skills.

Payment – Booking terms & conditions

Fees

EBU Active Members: EUR 3,750 / trainee

Others: EUR 4,200 / trainee

- The price includes access all training material, online teaching & support, NMTC Dublin Master Class during the 10 months of the training. It does not include travel expenses, meals and accommodation for the Master Class.
- The price does not include the software that are being studied nor the travel & accommodation costs during the Master Class (Preferential rates in Dublin available).

Registration form

This form constitutes a formal booking when duly completed, signed and sent back to our office. No other means of reservation will be accepted. A confirmation of receipt will be sent to you by fax or e-mail.

Payment

An invoice will be issued to you by post. Payment is due upon receipt of invoice by bank transfer to the account mentioned on the invoice. Upon receipt of payment, a confirmation of booking will be sent to you by fax or e-mail.

Cancellations

Cancellations must be made at least 15 days prior to course commencement to avoid cancellation fees set out below:

- 8 to 15 days prior to commencement: 50% of course fee
- 1 to 7 days prior to commencement: 100% of course fee

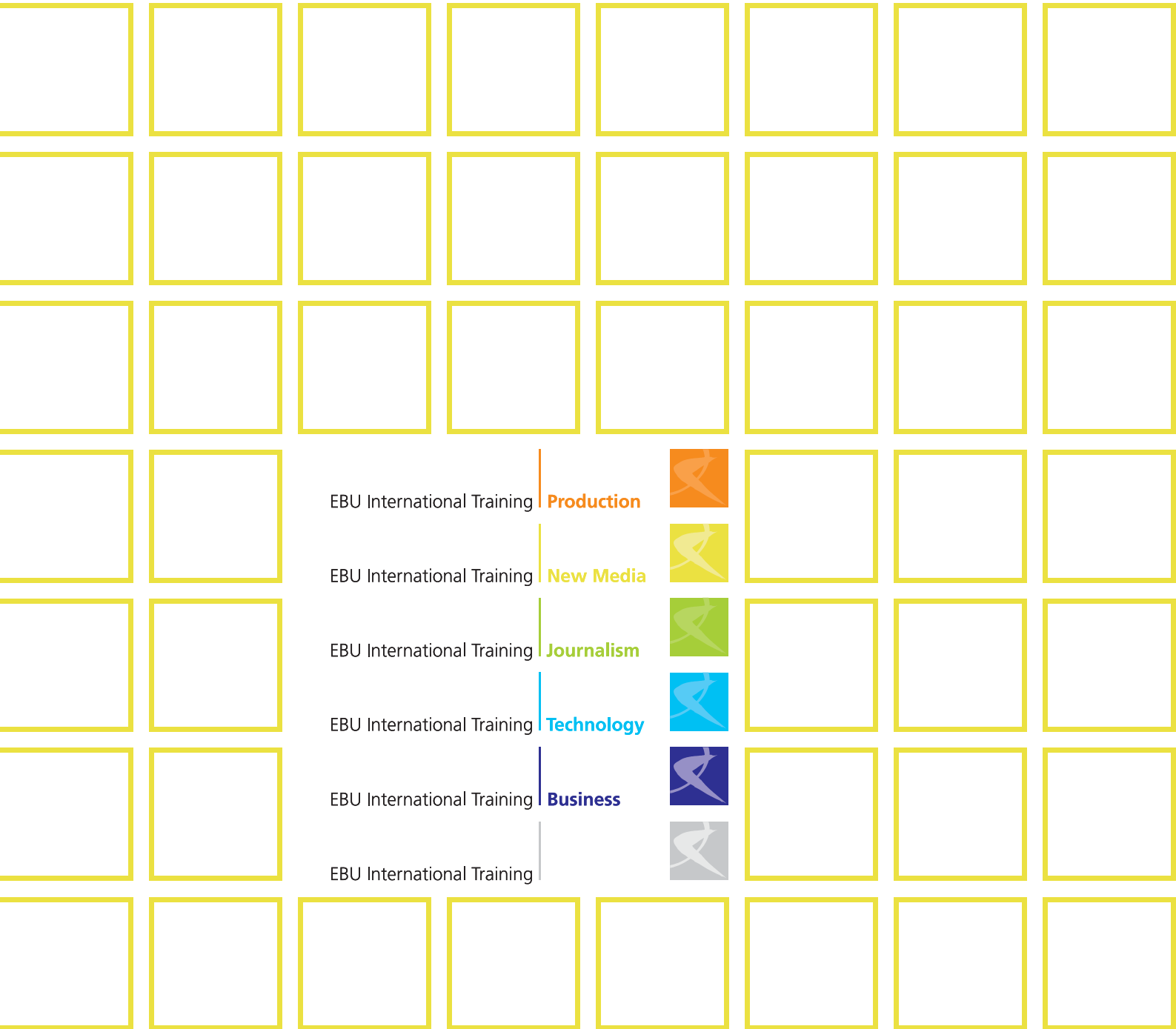
In case of Force Majeure, postponement of registration can be granted.

Registration deadline: 5 October 2005

To register, fax this page back to +41 22 747 44 21 or post to:

Hélène Rauby-Matta
Project coordinator
EBU International Training

Ancienne Route 17A
CH-1218 Grand-Saconnex (GE)
Switzerland



EBU International Training **Production**



EBU International Training **New Media**



EBU International Training **Journalism**



EBU International Training **Technology**



EBU International Training **Business**



EBU International Training



Hélène Rauby-Matta
Project coordinator
EBU International Training

Ancienne Route 17A
CH-1218 Grand-Saconnex (GE)
Switzerland

tel.: +41 22 717 24 21
fax: +41 22 747 44 21
e-mail: raubymatta@ebu.ch