to Macromedia Director, currently recognized as the primary professional-level application for multimedia authoring. Students will also begin preparation / research for the CD-ROM project to be undertaken in the second term (see AVIS 415).

AVIS415 - Multimedia Authoring
Course under development

AVIS421 - Video Production (Advanced)
Course under development

AVIS422 - Career Research and Internship
Course under development

AVIS423 - Multimedia Marketing/Business Management
Course under development

AVIS432 - Multi Media and the Internet
Course under development

COMM101 - Business Communication
This course is designed to establish a foundation for business communication by the development of writing, editing, reading and basic computer skills. The student will plan, write, edit and format material for production of work-related documents such as letters, memos, and short reports.

ENGL225 - Effective Writing
This course offers an integrated approach to the polishing of reading and writing skills. Students will read, analyse, discuss and write about a variety of texts, both fictional (short stories) and non-fictional (essays).

FILM130 - Film Criticism I
This course is designed to develop a critical approach to the medium of film; to examine individual creative expression in the films of important directors from various countries, with emphasis on cinematic history and theory; to develop the ability to identify technical aspects of film and to discern mediocre and excellent use of filmmaking technique.

Application Procedure

In order to apply for admission to this program an applicant must complete an "Application for Admission to Ontario Colleges of Applied Arts and Technology" form and submit this form to the:

Ontario College Application Service
P.O. Box 810, Guelph, Ontario, N1H 6M4
1-888-892-2228

Application Forms and Applicant Guidebooks are available at Ontario Secondary Schools, at Ontario Colleges of Applied Arts and Technology and at the Ontario College Application Service office.

Admission to the College

Complete information concerning admission to programs at Fanshawe College may be found in the Central Admission Publication located in Registrar and Student Awards Services, Fanshawe College.

The College reserves the right to make changes in the information in this brochure without prior notice.

The College reserves the right to cancel a program, a program major or option, or a course, and to change the location and term in which programs/courses are offered because of insufficient registrations or for other budgetary reasons.

Fanshawe College

Fanshawe College is one of the largest colleges in Ontario with campuses in London, St. Thomas, Simcoe and Woodstock. Fanshawe prides itself on its modern methods and up-to-date technology that provide students with a solid education.

With over one-third of its full-time post-secondary programs combining on-the-job training with in-college study, Fanshawe is recognized as a leader in the field of co-operative education.

In addition to offering post-secondary programs in Applied Arts and Business, Health Sciences and Human Services and Technology, Fanshawe provides other educational programs such as Adult Training, Apprenticeship, and Continuing Education.

This brochure is available in alternative formats, upon request, for persons with disabilities.

For further information on admission and registration, contact:
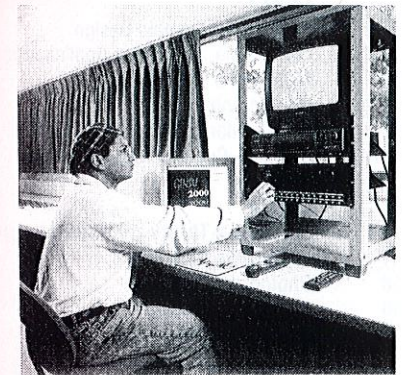Registrar and Student Awards Services, (519) 452-4277

For further specific program information, contact:
Communication Arts Division, (519) 452-4470

Fanshawe College
1460 Oxford St. E.
P.O. Box 7005
London, ON, N5Y 5R6   **www.fanshawec.on.ca**

Fanshawe
COLLEGE

Multi Media Design and Production

FANSHAWE COLLEGE

Community Driven . . .
Student Focused

Multi Media Design and Production

A Two Year Diploma Program
Program Code: MMD1   Campus Code: LC
September Admission

The Multi Media Design and Production program is designed to provide the students with practical skills and knowledge in Multi Media production and to prepare them for employment in this field. The primary aim is to equip students with creative and communication skills. Students will understand basic business concepts. The major areas covered include: Multi Media presentations, video tape productions, graphic arts preparation including computer graphics and sound recording.

Career Opportunities

Job opportunities in audio visual departments with educational institutes, hospitals, industry and some areas of broadcasting. Self-employment is becoming a very popular option for graduates.

MMD11	Level 1	Hrs/Wk
AVIS111	Elements of Graphic Design	2.0
AVIS112	Multimedia Theory and Applications	4.0
AVIS114	Multimedia Production	4.0
AVIS158	Photography-Film	4.0
AVIS180	Introduction to Computer Systems	2.0
COMM101	Business Communication	3.0

MMD12	Level 2	Hrs/Wk
AVIS212	Multimedia Theory and Applications	4.0
AVIS214	Multimedia Production	4.0
AVIS258	Photography-Digital	4.0
AVIS280	Desktop Publishing	4.0
ENGL225	Effective Writing	3.0

MMD13	Level 3	Hrs/Wk
AVIS307	Electronic Image Production	3.0
AVIS309	Digital Video and 3D Animation	4.0
AVIS311	Video Production (Basics)	2.0
AVIS312	Video Editing	2.0
AVIS315	Multimedia Authoring	4.0
FILM130	Film Criticism I	3.0

MMD14	Level 4	Hrs/Wk
AVIS415	Multimedia Authoring	4.0
AVIS421	Video Production (Advanced)	4.0
AVIS422	Career Research and Internship	5.0
AVIS423	Multimedia Marketing/Business Management	4.0
AVIS432	Multi Media and the Internet	3.0

Program Eligibility Criteria
Required Academic Preparation

OSSD with courses at the General Level
Or
BTSD-Level 4 Certificate
Or
Ontario High School Equivalency Certificate (GED)
Or
Mature Applicant with appropriate preparation

Recommended Academic Preparation

- Grade 12 English
- Proficiency in Computer Studies
- Courses in Communications Technology, Photography, Visual Arts, Graphic Arts

Recommended Personal Preparation

- Participation in audio visual clubs, photography clubs, school newspaper.
- Interest in audio recording, video recording, photography and/or production of visual arts.
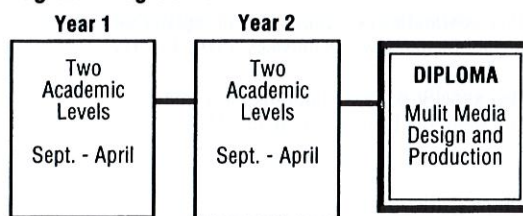
Applicant Selection Criteria

Where the number of eligible applicants exceeds the available spaces in the program, the Applicant Selection Criteria will be:
A. Preference for Permanent Residents of Ontario.
B. Receipt of Application by February 1st.
C. Achievement in the required academic preparation.
D. Achievement in the recommended academic preparation.

Approximate Costs (1999/2000)

Fees for:	Levels 1 & 2	Levels 3 & 4
	$2100.30	$2100.30
Books and Supplies:	$1192.00 plus $200.00 optional studio rental	$1866.00 plus $200.00 for for optional lab/studio lab/ rental

Program Progression

Year 1	Year 2	
Two Academic Levels Sept. - April	Two Academic Levels Sept. - April	**DIPLOMA** Mulit Media Design and Production

Course Descriptions

AVIS111 - Elements of Graphic Design
Course under development

AVIS112 - Multimedia Theory and Applications
A co-requisite to AVIS 114, this course is designed to introduce students to the processes involved in planning, designing, creating and delivering multimedia projects. Students will also develop a working knowledge of the theoretical aspects behind various digital media (graphics, sound, video). The primary focus is the development of a range of multimedia materials for a local non-[...]t agency. Students will collaborate on the design of a variety of multimedia, and apply their developing knowledge of digital media to the actual

AVIS114 - Multimedia Production
A co-requisite to AVIS 112, this "tools-focused" course presents (at an introductory level) the tools and procedures for sound recording and digital sound editing, analog and digital multimedia presentation (e.g., sound mixers, DAT, videoconferencing equipment), software for developing presentation-based multimedia (e.g., Powerpoint), digital graphics, sound and interactive multimedia (e.g., Soundedit 16, Photoshop).

AVIS158 - Photography-Film
An introduction to film photography, with an emphasis on developing good camera and darkroom technique. Students will learn the basics of 35mm camera operation (exposure, framing, etc.), film formats, black-and-white darkroom, mounting and retouching of black-and-white prints.

AVIS180 - Introduction to Computer Systems
Course under development

AVIS212 - Multimedia Theory and Applications
Course under development

AVIS214 - Multimedia Production
Course under development

AVIS258 - Photography-Digital
This second-semester course focuses primarily on digital applications within photography, including use of digital cameras, methods of capturing print images in a variety of digital formats, and hands-on use of Adobe Photoshop and other tools to edit and compose photographic images.

AVIS280 - Desktop Publishing
Course under development

AVIS307 - Electronic Image Production
Course under development

AVIS309 - Digital Video and 3D Animation
Course under devlopment

AVIS311 - Video Production (Basics)
This course has been designed to give the student basic practical and theoretical training in small format video camera operations and production techniques.

AVIS312 - Video Editing
In this course the student will be introduced to the basic operation of the S-VHS A/B Roll video tape machines along with basic editing techniques for post production.

AVIS315 - Multimedia Authoring
This course will include an overview of the multimedia development process, review of a range of authoring tools, and a detailed introduction