

Multimedia & Graphics Program

Program Introduction

It is the ***era of Multimedia!*** You can see it at schools, work, in streets, and on every screen; it is simply at your sight all the time, everywhere!

Research has shown that photos tend to deliver a message thousand times better than text. Also, videos deliver messages way easier than spoken or written texts. And, in these days, it has become very essential for companies to make great explainer videos to brand themselves and their products, and customers seem to like, and take action because of these videos.

Moreover, in the field of **education**, it has become very important for students to create posters to explain their projects, or even design a logo for a student activity that they will start, or an explainer video to market this activity or explain the idea of a project.

Furthermore, **students** nowadays need to present their work (projects, and other) at schools and universities. So, it would be very beneficial for them to learn basics of Graphics design and animation using professional tools such as Adobe Photoshop. Moreover, these skills have become very essential for **entrepreneurs**, who at the beginning of their start-ups will prefer to do something with themselves, instead of hiring someone to do it. So, they can create their logos, and essential designs or market for their services and products by producing explainer videos on their own.



Program Skills Structure

Participants in this program shall be introduced to **theories of design**, and learn how to **use programs** that make it possible to produce these designs, and finally they will learn the **process of video making**, starting with ideation till publishing a great video! (The thinking algorithm that they will be introduced to them is a 7-step strategy for video design, which was adapted by Animation in Education team from Egypt).



In the beginning they will learn about different graphics (logos, banners, etc...) to get an insight how graphic design is very broad and is everywhere, then they will be introduced to the Graphic design process, starting with the idea going through sketching then implementing and publishing the final project. Afterwards, they will be introduced to the different Animation techniques, and will learn how to make a storyboard animation video, starting with brainstorming different ideas, making a video outline, writing a script, recording audio, and designing then publishing a final project.

1. Science & knowledge

- **Design theories**
 - **Introduction to Color theory and color wheel.**
 - **Role of thirds**
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2. Graphic Design skills

- Graphic design skills
- Branding and Logo Design

- Turning a text message into a graphic design.
- Typography
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3. Video making skills

- Video design skills
- Whiteboard animation
- Content preparing and script writing
- Voice over, and basic sound editing.
- Fundamentals of video editing.
- Rendering video based on purpose.

4. Personal and teamwork skills

- Teamwork skills.
- Brainstorming in a team and using Mind Maps.
- Practice makes perfect.

Program Progress Phases

Phase 1 – Preparation

Theoretical and knowledge content

In this section, participants shall learn about different theories of design that are based on scientific research or based on expert designers' preferences and opinions. This shall give them an insight about different elements of a design which they should consider while creating their own designs (both picture and video).

Research and Media Hunting Skills

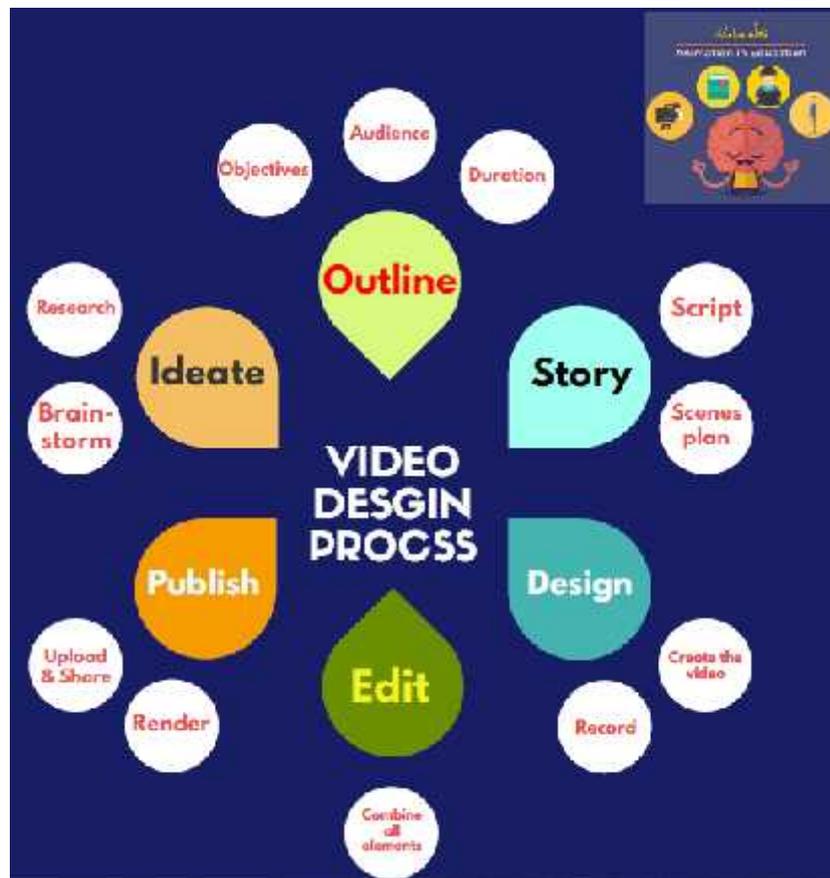
The internet has tons of media available for use, but it is always hard for a beginner designer to find the High Quality photage he/she needs easily. So, in this program, the designers will learn how to build their own libraries, and how to find useful resources online that fit to their project. Also, they will learn about copy writes and how to use the appropriate material without violating these copy writes.

Graphic Design Practices

Design theories is theoretical theories that aim to help designers produce effective designs, yet they're theoretical that have to be implemented in order to be acquired and internalized. So, after learning each theory, participants will be called to apply them by creating simple designs in order for them to grasp the concept, and try it themselves to see and compare different results. They will be introduced to Photoshop, Adobe illustrator, VideoScribe, and Camtasia studio.

Video Making Practices

"Practice makes perfect!" Video making cannot be taught theoretically, yet participants shall do themselves in order to acquire the video making skills. However, they shall learn about the design theories too. So, they will be introduced to the process of video design, and will go through every step, starting with ideation, going through content writing and sound recording, reaching up to video editing and publishing, rapidly during the introductory sessions so they can produce their first, simple video (without learning about different theories of design). Then, we shall go through every step and learn several theories, and best practices related to vide making and apply them. Finally, a final project shall be produced.



(Permission taken from facebook.com/animation.edu)

Hands on Activities and checkpoint assignment

As mentioned earlier, practice makes perfect, therefore, this program depends on hands on activities the most. So, during each step we go through, there has to be an activity that participants engage with until they reach the final milestone, or the project; where they will implement all what they've learnt during this program. Moreover, assignments are very crucial; the participants will be asked to do home research on specific topics that will help them internalize the provided content of a previous session, and will prepare for the coming one. Also, they will be asked to prepare specific designs at home, in order to apply furtherly what they've learned during the sessions.

Phase 2 – Planning and Design

In this stage, team shall prepare for their final projects! They will go through each process that they've practiced before and will apply all theories they've grasped earlier to design for a final project video of their own choice and own their own.



Phase 3 – Implementation

This stage is the most favorite for an instructor and for the participants as well because it is the stage where we see our seeds grow to become trees, and participants see an outcome of hours of hard work and learning.

In this stage, participants will be assigned as teams to promote a start-up company. They will be given the Start-up name, and a company description along with what services and products this start-up provide. And, they will be asked to create a logo, Facebook page cover, service/product graphics, and an explainer video to promote for the company. Each team will be evaluated according to the graphics they produce; how these graphics reflect the message behind it. Finally, they will be evaluated, and each team shall win a prize for the best strength they possess.

