CreativeEdge™
from d|s training

Design for Print
Fast Track Program (4 months)

The Design For Print course is designed for students with creative skills to achieve high-end graphics and layout capabilities, backed up by a solid foundation in printing process. The students will benefit from the integration of professional techniques required in designing for print.

Students will be trained through an intensive program of lectures and practical workshops, using high-end graphics workstations.

INTRODUCTION: Orientation
Overview, Scope, Introduction to Design Concepts

MODULE 1: Digital Design Concepts
Pixel & Color Depth, Bitmaps & Vectors, Resolutions, File formats, and Workflow Management

MODULE 2: Printing Process (Digital and Conventional) Rasterizing Process, Proofs, Types of Printing, and Printing Plates

MODULE 3: Colors & Typography
Input solutions, Scanning & adjustments, Color Spaces, Calibration & Profiling, Color Separation & Correction, Grayscale & Spot Colors, Typography, Typeface & Formatting

MODULE 4: Image Editing Concepts
Color Models & Modes, Alpha Channels, Masking, Retouching Images, Layer compositions, Batch Processing, Filters & Effects, Clipping Paths & Smart Objects, Tools of the trade: Adobe Lightroom, Adobe Photoshop, and Apple Aperture
PROJECT - Creating an image design for output.

MODULE 5: Vector Artwork & Illustrations
Drawing & Shape Art, Manipulating & Transforming Objects, Rasterizing & Brushes, Typeface & Curves, 3D Features, Tools of the trade: Adobe Illustrator

PROJECT - Develop a short work with line artwork for print.

MODULE 6: Layouts
Layout settings, Long Documents & Spreads, Masters & Pages, Objects & Image Integration, Text Files & Frames, Tabs & Bullets, Style sheets, Color & Transparency, Tools of the trade: QuarkXpress, Indesign

MODULE 7: Proofing & Output Solutions
Text Check, Color Checks, Preflight Checks, Exporting for Output, Tools of the trade: Adobe Acrobat, Preflight

PROJECT - Producing high quality and professional print design.
Each student uses all the experience gained during the course to produce high quality graphics and creative and commercial print designs. These will showcase his or her professional design and layouting skills for a suitable entree to a professional career. The subject and the artwork of the projects will be agreed with the academic staff, or will be a live project.

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New Media Design
Fast Track Program (4 months)

The New Media Design course aims at developing professional skills in website designing and authoring interactive business presentations. The students will also benefit from the creative techniques learnt in integrating the images, vector animations, sound and video for a commercial marketing package.

INTRODUCTION: Orientation
Overview & Roadmap

MODULE 1: Bitmaps & Vectors
Pixel & Color Depth, Bitmaps & Vectors, Resolutions, Colors & Color Codes, Alpha Channels, Media formats, Font Basics, Timeline & Frame Rates

MODULE 2: Introduction to Internet
History, WWW, HTML, Browsers, Search Engines, Emerging Features like Blogs, Aggregators, RSS & Atom Feeds, Widgets

MODULE 3: HTML Basics
Code Basics, Tags, Properties & Values, Text & Tables, Images, Hyperlinks, Frames, File Naming Conventions, Introduction to Site Authoring (Adobe Dreamweaver), Site Management, Basic Elements in new Workspace

MODULE 4: Dynamic & Advanced Website Development
Layouts, Image Maps, Forms, CSS & Formatting Rules, Layers & Divisions, Behaviors, Media Embedding, Flash & Video Content Management

PROJECT - Create a Website and HTML page production.

MODULE 5: Website Design & Management

Layout Designs, Templates, Site Management, Client & Server Side Scripts, Web Server & Hosting, Search Engine Optimization

MODULE 6: Introduction to Adobe Flash
History, Applications & Scope, File Formats, Panels & Workspaces, Timeline & Scenes, Frames & Layers, Tools

MODULE 7: Working with Graphics & Animation
Setting Up, Object Drawing Model & Shape Primitives, Color Mixer & Kuler, Gradients, Symbols & Library, Text & Images, Transformations, Keyframes, Animation & Tweening, Including Audio & Video, Audacity & FLV formats, Limitations of Flash as opposed to Film & Broadcast Design

MODULE 8: Flash Action Scripting
Scenes & Movie Clips, Frame Labels, Buttons, Actions Panel, User Interaction & Navigation, Pre-loaders, Building Flash Media Player & Slideshow, Basic Flash Forms, Flash Components

MODULE 9: Finalising & Publishing
Introduction to Adobe AIR & FLEX, Stand-alone Applications or Browser-based Presentations, Testing Server & Database relations

PROJECT – Create an interactive, animated, vector-based website content or a stand-alone presentation.

MODULE 10: Interactive Authoring Tool (Adobe Director)
Working with Stage, Cast, Score, Channels, Sprites, Control & Properties Panels, File Formats, Bitmapped images, Vector Shape Window, Text, Color Palettes, Ink Effects, Frames & Keyframes, Automatic Animation & Tweening, Film Loops, Editable & Movable Sprites, Tempo & Transitions

MODULE 11: Interactivity & Navigation Lingo
Scripting Terminology, User Interaction & Navigation, Markers, Web Hyperlinks, Behaviors, Stand-alone & Browser-based Projectors, Variables, Conditions, Script Tracing, Debugging, Object Inspector, Behavior Inspector, Introduction to 3D World, MIAWs, Xtras, Packaging & Distribution

PROJECT – Develop multimedia content & interactive application.

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Photography
Fast Track Program (1 month)

Whether you want to become a professional photographer or simply enhance your basic skills, d|s training photography courses can help. Our photography courses are instructed by respected real-life photographers who, provide an unparalleled level of support to guide you through the amazing landscape of everything related to photography.

INTRODUCTION: Orientation
Overview & Roadmap

MODULE 1: Digital or Film Photography
Introduction to the business of photography

Module 2: Working of a Digital Camera
Lighting, Colors, Lenses & Optical Defects, Image, Sensors, Shutter Speed, Aperture, How to use a camera.

Module 3: Features of a Digital Photography
Shutter Speed, f-numbers, ISO sensitivity, Exposure, Focal Length, Depth of Field & Depth of Focus, Shutter & Aperture Priority, Digital processing, Filters, Developing Your Eye: Photo Composition

Module 4: Types of Photography

Module 5: Lights

Module 6: Camera Accessories

Module 7: Storage

SOFTWARES:
Apple Aperture or Adobe Lightroom Adobe Photoshop (Overview for Photographers)

PROJECTS
Photo Projects that will be evaluated by a professional photographer.

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Film & Broadcast Design
Fast Track Program (4 months)

The Film and Broadcast Design training program is designed for individuals with a passion for filmmaking and visual effects wishing to enhance their careers or develop professional experience in the industry. It introduces the students to the wonderful world of motion graphics for film and broadcast applications. The course would help a student to create high-end animations, tracking, keying, compositing and film post-production effects

The course is entirely oriented towards current high-demand industrial needs, technology and practice.

INTRODUCTION: Orientation
Overview & Roadmap

MODULE 1: Fundamentals of Film & Video
Analog& Digital Signals & Waveforms, Pixel & Bit Depth, Interlacing & Progressive Scans, Frames & Fields, Telecine (Converting Film), Broadcast Resolutions, Video & Film Formats

MODULE 2: Broadcast Systems
Aspect Ratio, Video Display Formats, Video Color Systems, Bit Rate, and
Audio Basics

MODULE 3: Formats
Acquisition formats, Storage Formats, Compatibility, Encoding Formats, Compressions, Distribution Formats

MODULE 4: Tools of the Trade
Production Equipment Basics, Hardware and Software solutions

MODULE 5: Film & Video Workflow
The Creative Design Process, Planning, Pre-Production, Capturing/Importing, Post-production, Editing & Compositing

MODULE 6: Visual Effects Concepts
Alpha & Matte Channels, Creating Alpha, Keying, Motion Tracking, and Motion Capture

MODULE 7: Concepts in Motion Graphics
Timeline interpretation, Keyframe Control, Motion Sketch & Smoother, Path Interpolation, Time Remapping, Parenting, Motion Control

MODULE 8: Visual Effects and Enhancements
Enhancing Video & Audio, Applying & Manipulating Effects, Working with Text, Integrating Titles & Graphics, 3D Compositing and CG elements, Motion Blur, Rotoscoping, Color Correction & Color Grading

PROJECTS

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Creative Audio & Music Production
Fast Track Program (4 months)

The Creative Audio & Music Production course is designed for students who have a craze for sound recording, music production and distribution, and music software design and development. The students will learn to develop recording and music creating skills through a series of projects that would prepare them to integrate creative music with graphics using the tools and techniques for music/audio creation, production and processing for the huge music industry-level practices. This course is intended to provide a comprehensive grounding in all aspects of audio technology relevant to contemporary, industrial and commercial practice.

INTRODUCTION: Orientation
Overview, Scope, Digital Communications, Integrating Digital Imaging

MODULE 1: Audio Technology
Fundamentals of Recording and Studio-mixing Technologies, Studio & Digital Recording & Reproduction Techniques, Principles of Sound, Sound Synthesis and sampling, Multimedia audio programming

MODULE 2: Applied Music Theory
Elements of Music, Application of Music Fundamentals, Signal Processing Techniques, Music Performance Technology, Creative Audio editing & processing, Creative Music Programming

PROJECT – Creative audio project as a means of artistic expression, thus demonstrating technical and creative abilities.

MODULE 3: Studio Production

Producing & remixing, Editing & Creative Manipulation, Creating Drumbeats, Working with Loops, Mash-ups & Re-edits, Audio & Music arrangement, Mixing & Automation, Compression & EQ, Audio Post Production, Exporting Audio for Output

MODULE 4: Digital Audio Production Process
Influences & Forces in Music Industry, Acoustics & Sound reinforcement Techniques, Essential rules of digital audio production, Project Management, Compilation & Mastering

PROJECT – Creative audio project in digital audio production.

The practical skills gained through this course will help develop essential theoretical knowledge and aesthetic understanding, along with a range of technical skills that will allow the students to apply their work to performance, composition, recording, music programming and writing for TV and film.

Houdini

3D ANIMATION TOOLS

SIDE EFFECTS
SOFTWARE

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Houdini Course
Fast Track Program (4 months)

Objects

Intro to Interface

Simple Scene creation using Shelves

Parenting

Simple Keyframed Animation at Object level.

Using Channel Editor to modify animation.

Creating Path animation

Adding lights and cameras

Creating ROP network and rendering a sequence.

SOPS (Surface Operators)

Creating geometry at SOP level

Basic explanation of a procedural workflow

Creating a simple animation using expressions and replacing nodes to transfer animation to other geometry

Basic polygon modeling

Branching out Polygon Models to create variation from the same model.

Using Mirror, fuse and Subdivide for Subdivision modeling. Taking references in the viewport

Using Cookie for Booleans

Using Lattice for geometry deformation

Driving SOP operations using referencing and expressions.

Basic Nurbs Modeling – Skin, Sweep etc.

Using revolve, rails

Using Trim and carve

Using Convert to change Nurbs to Poly

Using Point SOP for geometry modification via expressions

Using groups to modify specific points

Using copy SOP for geometry duplication

Copying to a Template

Modifying copies via template attributes. – Normals, Color , etc.

Using Copy Stamping

Copying animated Objects and offsetting animation using Copy SOP

Using Groups to copy to selected points.

Using Scatter to generate random points for copying.

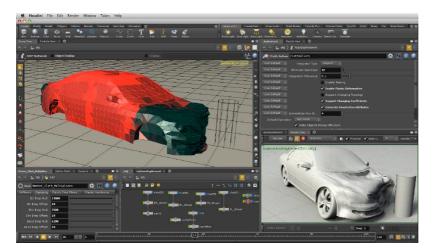Using Switch SOP

Creating and Transferring Attributes.

Using custom attribute to affect copies and renders – PSCALE, WIDTH etc.

Creating Simple particle Animation

Applying forces and collisions

SHOPs and VOPs (Shader and VEX Operators)

UV mapping

Assigning materials at object level and SOP level.

Assigning materials to groups.

Creating simple scene and applying shaders and rendering.

Intro to VOPs

Creating a simple shader using VOPs

Creating patterns in vops and exposing parameters to the UI

Creating disp shaders and using disp. Bound function

Combining disp and surface shaders to create a material

Layering vop patterns using Add, Multiple and mix nodes.

Using conversion nodes – Float to vec, vec to float

Using fit range

Creating parameters and using ramp parmeter

POPs (Particle Operators)

Using location POP

Adding forces and gravity

Creating collisions

Emitting for Geometry using Source SOP

Controlling emission using groups or using fuctions like pic.

Using meatballs to control forces via sops.

Using Groups in POPS

Using Split to create trails

Using groups, rules and Split to trigger explosions.

Creating events.

Applying Color to particles.

Rendering particles

Using sprites

Creating a simple sprite shader

Copying geo over particles via copy sop.

Modifying copy sop using POP attributes

Using Add to convert POPNET to geometry.