



Educational Programme

Multimedia

**Multimedia College
2002-2006**

*Institute and Academy
for Multimedia
Leskoškova 12, 1000 Ljubljana
Slovenia*

IAM – Institute and Academy for Multimedia

was founded in the year 2000 on the basis of long-standing work and reference regarding multimedia and specially because of users who wished for a systematic type of work in the area of research, development, formal and informal education and usage of achievements.

Considering the nature of its work, IAM tries to combine best Slovene and foreign experts from the field of media and multimedia. It intends to operate in the field of education and, by introducing multimedia technology and education, target the area of Middle and Eastern Europe and Balkans. Its aim is, to inform and promote knowledge and development of media and multimedia.

As a member of the national cluster CIK/CEC (Centre for education and creativity) IAM is participating in projects with many regional partners. CIK/CEC cluster is a firm partnership of 8 educational institutions, media firms and internet organisations. IAM is also cooperating with Slovenian Chamber of Economy, Centre for Vocational Education of Slovenia (CPI), Ministry of Education, Science and Sports, Ministry for Culture of Slovenia as well as with 80 companies from the field of media and multimedia.

- IAM's main registered activities: Education, Publishing, Distribution of media...
- IAM is not bankrupt, prosecuted or punished by law.
- IAM's budget: 290.000 pounds collected annually by study fees. No national financial supports, IAM is a private institution.
- Multimedia College: Multimedia College is a part of Institute and Academy for Multimedia. Its programme is validated by the Ministry of Education and is valid in Slovenia. Multimedia College is registered in the college evidence of Ministry of Education, Science and Sports – 3rd of June 2002, resolution nr. 608-01532002.
- ISO: IAM is in the process of obtaining ISO Standard.



Multimedia college

within the IAM, is a pioneer multimedia college in Slovenia, in Balkans and one of the first in Central Europe, enabling study in the field of multimedia production. It started carrying out its public programme in 2002/2003 and in this academic year the college started assuring a high quality education. The main purpose of the educational programme Multimedia is dealing with production, techniques and methods of working with multimedia from idea to realisation. Students are educated for taking over management functions of production projects and for managing particular technical teams within the scope of making multimedia products. The educational programme consists of 15 related subjects, which are distinctly practical in nature. Its core represent theoretical multimedia subjects: Multimedia, Multimedia systems and bases of telecommunications and Work organisation in multimedia production. General subjects, supporting the basic knowledge, are: Professional terminology in a foreign language – English and German language, Psychology of work and mutual relations, Business communication, Legislation in multimedia and Multimedia products, economics and marketing. The following subjects support the practical subjects: Design and written communication and Audio-visual communication. The educational programme Multimedia is completed by: Main computer and graphic software, Main multimedia software, Photography and videoshooting, Film and video editing and Practical education.



IAM Facilities

- 1 Computer room:
21 computers with up-to-date software
 - 1 lecture room:
70 sits,
capacity (100 persons),
projector, computer, sound system
 - 1 video lab with studio:
4 work-stations
 - 1 audio studio:
PC and Apple workstation
- Students can download literature from intranet of Multimedia College free of charge. In intranet students can use different study materials, textbooks, sources and forums.



IAM Staff

Director: Srečko Zakrajšek, Phd

Headmaster of Multimedia College and Head of Experts Council: Martin Mele, MSc.

Administration & Admissions: Azra Botonjić, BSc in Public Administration

Research & Development: Peter Purg, Phd

Multimedia Centre Manager: Miha Zakrajšek

Technical Assistants: Matjaž Golob, Luka Verbec

Technical Director: Matjaž Filo, univ. dipl. ing. elekt.

Lecturers:

- Zvezdan Martič, univ. dipl. ing. elekt.; Print, audio, video and interactive media. Bases, technical characteristics, trends, roles and convergence of media. Carrying out a production project from idea to realisation.
- Marko Peršin, univ. dipl. ing. elekt.; Knowledge of multimedia systems for production and communication networks.

- Matjaž Filo, univ. dipl. ing. elekt.; Knowledge of multimedia systems for production and communication networks.
- Boštjan Botas Kenda, univ. dipl. oblikov.; Basic design procedures, creative writing, creative thinking.
- Ana Nuša Dragan, univ. prof. ped. + soc.; Principles of preparing video materials, aesthetics of video images.
- Valentin Perko, univ. dipl. montažer – FAMU, Prague – film camera; Theoretical bases and operative work.
- Zlatjan Čučkov, univ. dipl. montažer – Film montage; Theoretical bases and operative work.
- Mateja Gaber, mag. prof. nem. – germanist; Personal and business discussions, reading, writing, professional terminology.
- Aleksandra Žerjav, univ. prof. angl. – anglicist; Personal and business discussions, reading, writing, professional terminology.
- Martin Mele, mag. kem. teh.; Carrying out a production project from idea to realisation. Print, audio, video and interactive media. Bases, technical characteristics, trends, roles and convergence of media.



- Davorin Babič; Operative work – preparing graphic materials in multimedia applications. Software for integration of multimedia applications (WEB, DVD, CD-ROM).
- Božena Veber Raszewicz, univ. dipl. psih.; Theoretical basis for team work and team management.
- Monika Tratnik, phd. in economy; Marketing in the field of multimedia.
- Sonja Čokl, mag. slov. jez.; Basic design procedures, creative writing, creative thinking.
- Milena Blažič, dr. slov. jez.; Basic design procedures, creative writing, creative thinking.
- Janko Pučnik, univ. dipl. pravnik; Legal obligations regarding multimedia production.
- Alenka Rozman, univ. prof. komun.; Basic forms of commercial communication.
- Ivica Rozman Zgonc, univ. prof. nem. + ita.; Personal and business discussions, reading, writing, professional terminology.
- Helena Fortič, Jana Ravbar; Marketing in the field of multimedia.

ECTS in Slovenia

Slovene Colleges are novelty of Slovene school system. The ECTS national standards for colleges have not yet been developed. None of Slovene Colleges has ECTS. The development of national ECTS standards has begun in august 2004.



Presentation of IAM Multimedia College Programme

Institute and Academy for Multimedia

- Multimedia College
- For future: Multimedia R&D DPT.
- For future: Education Center

IAM – Multimedia College

IAM Multimedia College is the 1st college in Slovenia which offers the Educational Programme in the area of Multimedia / Media on the National level with formal degree **Multimedia Engineer**.

- **Elementary school**
- **Secondary school**
- **College (VI degree)**
- **University (VII degree)**

Multimedia Educational Programme

Formal Education Programme



VI. Degree of Education (College Level)



“Multimedia Engineer”



JOB!

- Production Manager
- Manager of Tech. Units in Production

Production

Production Management

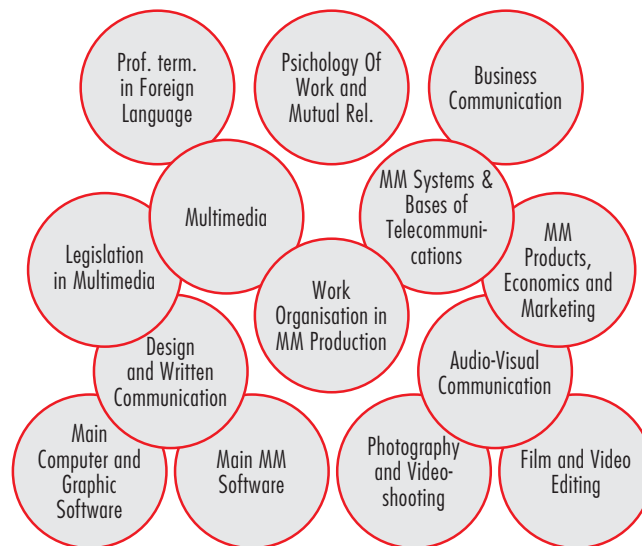
TV, Radio Production
Video Production
CD-ROM, DVD Production
Production of WEB Applications

Production Management Management of Tech. Units Production

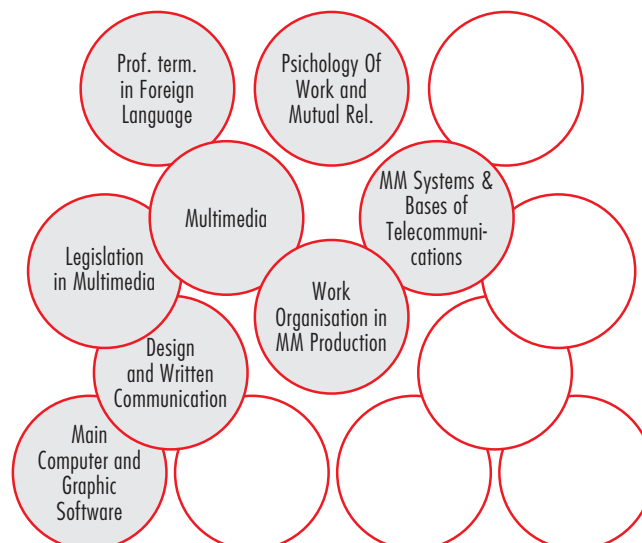
Knowledge & Skills

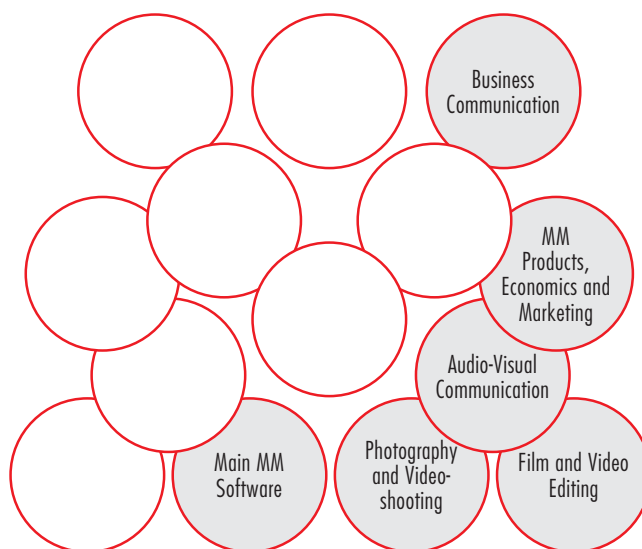
Communicativity
 Creativity
 Media Expression Tools
 Economics, Marketing Principles
 Legislation, Author Rights
 Psychology of Work
 Production Tools
 Media, Multimedia
 Multimedia Technology
 Management Principles
 Production Process

Programme



1st Year





**Course: Professional Terminology
in Foreign Language**

5 ECTS 150 hours

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|---|--------|----------|
| • Verbal communication in foreign language | 2 ECTS | 60 hours |
| • Technical terminology in foreign language | 2 ECTS | 60 hours |
| • Writing communication in foreign language | 1 ECTS | 30 hours |

**Course: Psychology of Work
and Mutual Relations**

5 ECTS 150 hours

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|-------------------------------|--------|----------|
| • Basics of psychology | 1 ECTS | 30 hours |
| • Motivation | 2 ECTS | 60 hours |
| • The principles of team work | 2 ECTS | 60 hours |

**Course: Business
Communications**

5 ECTS 150 hours

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|---|--------|----------|
| • The principles of business communication | 1 ECTS | 30 hours |
| • Verbal and nonverbal business communication | 1 ECTS | 30 hours |
| • Presentation | 2 ECTS | 60 hours |
| • Negotiations | 1 ECTS | 30 hours |

**Course: Legislation in
Multimedia**

3 ECTS 90 hours

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|---------------------------------------|--------|----------|
| • Basics of law | 1 ECTS | 30 hours |
| • Intellectual property and copyright | 1 ECTS | 30 hours |
| • Technical legislation in multimedia | 1 ECTS | 30 hours |

**Course: Multimedia Products,
Economics and Marketing** 4 ECTS 120 hours

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|--|--------|----------|
| • Elementary economics | 1 ECTS | 30 hours |
| • Cost analysis | 1 ECTS | 30 hours |
| • Marketing analysis in the area of multimedia | 1 ECTS | 30 hours |
| • Case studies in the field of multimedia | 1 ECTS | 30 hours |

Course: Multimedia 6 ECTS 180 hours

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|---------------------|--------|----------|
| • Traditional media | 1 ECTS | 30 hours |
| • New media | 3 ECTS | 90 hours |
| • Media convergence | 2 ECTS | 60 hours |

**Course: Multimedia Systems and Bases
Of Telecommunications** 6 ECTS 180 hours

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|--|--------|----------|
| • Computer architecture | 1 ECTS | 30 hours |
| • Computer graphics | 1 ECTS | 30 hours |
| • Audio and video in multimedia systems | 1 ECTS | 30 hours |
| • Theoretical consideration of optional system | 1 ECTS | 30 hours |
| • Basics of telecommunications | 2 ECTS | 60 hours |

**Course: Work Organisation in Multimedia
Production** 6 ECTS 180 hours

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|--|--------|----------|
| • Production models | 1 ECTS | 30 hours |
| • Project management in media production | 1 ECTS | 30 hours |
| • Resource planning in media production | 1 ECTS | 30 hours |
| • Organising the production process | 1 ECTS | 30 hours |
| • Realising a media production project | 2 ECTS | 60 hours |

**Course: Design and
Written Communication** 5 ECTS 150 hours

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|---------------------------------|--------|----------|
| • Graphic design | 3 ECTS | 90 hours |
| • Professional writing | 1 ECTS | 30 hours |
| • Creative thinking and writing | 1 ECTS | 30 hours |

**Course: Main Computer and Graphic
Software** 9 ECTS 270 hours

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|---------------------------------------|--------|----------|
| • Bitmap graphics (Adobe Photoshop) | 2 ECTS | 60 hours |
| • Vector graphics (Adobe Illustrator) | 2 ECTS | 60 hours |
| • Desktop publishing (Adobe InDesign) | 2 ECTS | 60 hours |
| • Graphic production | 3 ECTS | 90 hours |

Course: Main Multimedia

Software 9 ECTS 270 hours

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|--|--------|----------|
| • WEB authoring (Macromedia Dreamweaver) | 1 ECTS | 30 hours |
| • Computer animation (Macromedia Flash) | 2 ECTS | 60 hours |
| • CD-ROM authoring (Macromedia Director) | 1 ECTS | 30 hours |
| • DVD authoring (Adobe Encore DVD) | 1 ECTS | 30 hours |
| • 3D graphics and animation (Alias Maya) | 1 ECTS | 30 hours |
| • Multimedia product preparation | 3 ECTS | 90 hours |

Course: Audio-Video

Communication 4 ECTS 120 hours

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|---------------------------|--------|----------|
| • Film and video history | 1 ECTS | 30 hours |
| • Film language | 1 ECTS | 30 hours |
| • Synopsis and screenplay | 1 ECTS | 30 hours |
| • Making of video | 1 ECTS | 30 hours |

Course: Photography and Videoshooting

9 ECTS 270 hours

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|--|--------|----------|
| • Basics of photography | 1 ECTS | 30 hours |
| • Basics of videoshooting | 1 ECTS | 30 hours |
| • Light in photography and video | 2 ECTS | 60 hours |
| • Shooting on the basis of film language | 3 ECTS | 90 hours |
| • Videoshooting practise (video project) | 2 ECTS | 60 hours |

Course: Film and Video

Editing 9 ECTS 270 hours

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|--|--------|-----------|
| • Film and video editing theory | 2 ECTS | 60 hours |
| • DV editing | 3 ECTS | 90 hours |
| • Editing of video programme (video project) | 4 ECTS | 120 hours |

Practical Education 15 ECTS 450 hours

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|----------------------|---------|-----------|
| • Real-life projects | 15 ECTS | 450 hours |
|----------------------|---------|-----------|

Professional Diploma 15 ECTS 450 hours

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|---------------------------------|---------|-----------|
| • Preparation of Diploma Thesis | 15 ECTS | 450 hours |
|---------------------------------|---------|-----------|

Total

29 Modules of 180 Credits

IAM HISTORY

IAM – MULTIMEDIA COLLEGE

The College is registered by the Ministry of Education, Science and Sports on June, 3rd, 2002 (licence No. 608-01532002).

The College started the Educational Programme with the 1st generation of students in October, 2002.

2000

- Establishment of IAM company
- Analysis of media job profiles and educational needs (coop. with Chamber of Commerce and Industry RS)

2001

- Preparation of National Educational Programme “Multimedia” (coop. with Center RS for Vocational Education and Training)
- Registration of National Educational Programme “Multimedia” (Ministry of Education, Science and Sports)

2002

- Registration of Multimedia College at the Ministry of Education, Science and Sports
- Starting with 1st generation of students

THE VISION

- Upgrade the education programme from 2 to 3 or 4 years of study
- International cooperation (students, professors, projects, ...)
- Integration in the European Network of Multimedia Schools
- Building the Multimedia LAB
- The offer of Professional Courses for Adults in the area of Multimedia / Media
- R&D Projects in the Multimedia area.