多媒体视觉媒体制作技术
Multimedia Visual Media Production
(MMVMP)

多媒体视觉媒体制作技术
Multimedia Visual Media Production
(MMVMP)

1 年课程
Years Course

▲ 80%实践训练
80% Practical Skills

▲ 20%理论
20% Theory

▲ 教学媒介语以中文为主，英文为辅
Medium of Instruction: Chinese & Simple English

▲ 16岁以上即可报读，无需入学资格
Entry Requirement: 16 Years Old & Above

本课程为学生提供视觉媒体制作技能，同时为毕业生担任摄影和视频拍摄的管理职位奠定坚实基础。

本课程确保学生了解视觉媒体制作背后的理论与科学原理，传授学生最新的视觉媒体制作知识与技能。

This course will further our graduates with visual media production skills and prepare you for management positions in photography and videography production.

It will ensure students know the theory and science behind treatments and equip them with knowledge of the most up-to-date visual media production techniques.

学生将学习 / Students will learn and be able to:

▲ 了解有关视觉媒体制作的概念。
Understand concepts about visual media production.

▲ 了解摄影工具、技术和理论的基本知识。
Learn the basic understanding of photographic tools, techniques and theories.

▲ 为商业视频项目制作必要的文档。
Produce essential documentation to accompany commercial video items.

▲ 根据标准评估商业影视项目。
Evaluate commercial photography & video items against criteria.

▲ 学习人工灯光的艺术和技术。
Learn the art of artificial lighting and techniques.

▲ 能够有效地准备和使用影视工作室设备。
Be able to prepare and use photography & videography studio equipment effectively.

▲ 从构思到呈现，制作一部短片剧本或一部短片电视剧剧本。
Develop a short film script or a short television drama script from conception to final presentation.

▲ 操作灯光以达到戏剧效果。
Operate lights to dramatic effect.

▲ 使用具有标准麦克风配置的录音设备录制音频以进行录音。
Record audio using recording devices with standard microphone configurations for sound recording.

▲ 使用先进转换、视频效果、标题和构图来编辑素材。
Edit footage using advanced transitions, video effects, titles, and compositing.

▲ 混合和修复音频，应用特效，并使用音频软件创建音效。
Mix and repair audio, apply special effects, and create a musical bed using audio software.

▲ 以适当的格式输出编辑片段，包括文件、播放和编辑决策列表。
Output edited piece in an appropriate format to include files, play outs and edit decision lists.

▲ 解释和确定导演或制片人的愿景。
Collaborate in interpreting and determining the vision of the film director or film producer.

课程内容 | COURSE OUTLINE

- 摄影学概论
  Introduction to Photography

- 基础视频制作技术
  Introduction to Video Editing

- 创意数码图像（1）- Adobe Photoshop
  Creative Digital Imaging (I) - Adobe Photoshop

- 创意数码图像（2）- Adobe Photoshop
  Creative Digital Imaging (II) - Adobe Photoshop

- 商业摄影棚与灯光技术
  Studio & Lighting Commercial Photography

- 先进技术及灯光设备
  Advance Technique & Lighting Equipment

- 直播技巧与技巧
  Live Broadcasting Skills & Techniques

- 影视剧本创作
  Scriptwriting for Film and Television

- 电影与后期效果制作
  Cinematic & After Effect

- 电影制作技术
  Cinematography

- 纪录片制作
  Documentary Production

- 电影制作项目（毕业制作）
  Filmmaking Production Project (Major Project)

* Please note that the modules listed are indicative and may be subject to change.

评估标准 | ASSESSMENT

100%的作业和实践练习。多媒体视觉媒体制作技术的理论占20%，实践占80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Multimedia Visual Media Production skills, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups to complete their projects.

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭

Diploma awarded by West College Scotland, UK

就业前景 | CAREER PATHWAYS

导演、专业摄影师、影像摄影师、摄影师、影视监制、制片人、电影工作人员、布景设计师、灯光师，收音师、影视制作协调员、影像编辑师、图像编辑师、直播操作员、电影视觉效果设计师、平面设计师、电视广告设计师等等。

Director, Professional Photographer, Videographer, Director of Photography, Producer, Line Producer, Film Crew, Set Designer, Gaffer, Production Sound Mixer, Production Coordinator, Video Editor, Photo Editor, Live Streaming Operator, Special Effect Designer, Graphics Designer, TV Commerce Designer, etc.

了解视觉媒体制作背后的理论与科学原理，传授学生最新的视觉媒体制作知识与技能。
Ensure students know the theory and science behind treatments and
equip them with knowledge of the most up-to-date visual media production techniques.