

# **SHORT COURSES**

Term 2 | 2020

**FOUNDRY**



## THE COURSES

DIGITAL MEDIA & UX INTRO  
CONTENT WRITING INTRO  
PRINT & PUBLISHING INTRO  
CONCEPTUAL PHOTOGRAPHY  
VIDEO MARKETING  
LAYOUT DESIGN  
SOCIAL MEDIA  
VIDEO PRODUCTION  
DIGITAL EFFECTS  
RESEARCH & REFERENCING  
PR & ADVERTISING  
PRODUCT MOCKUPS  
INFORMATION ARCHITECTURE

### **COMMENCEMENT:**

Classes start from April 27 2020.

### **DURATION:**

10 weeks. Day classes available, night classes subject to numbers.

### **WHAT YOU'LL STUDY:**

Three 20 minute online pre-tutorials to complete before class.

A 3 hour on-campus tutorial with industry teacher.

2-3 hours of extension activities and assessment work.

### **TECH REQUIREMENTS:**

Internet access, laptop, relevant Adobe software subscription.



**AWARDS:**

You will receive a Statement of Attainment from Foundry Academy (RTO no. 20941) upon successful completion of the unit(s) of competency associated with your short course.

These units have the potential to count towards a vocational certificate or diploma. Contact us for further details.

**FEES:**

10 week course fee - \$895.

Payable in 4 instalments over the 10 weeks.

First instalment due before commencement.

**PRE-REQUISITES:**

The majority of our short courses are designed at the beginner level.

For our advanced courses, it is recommended that you have prior experience or have completed the first module.



## WHO IS **FOUNDRY**?

Foundry is where best practice creative education and industry meet. We represent an entirely new model in post-secondary study, providing industry-relevant skills and knowledge in niche creative fields, delivered face-to-face in regional areas.

In our campuses, students learn from creatives who work in the industry and have successful careers or businesses. By joining forces with our partners we are able to provide Tasmanian students with a unique experience unavailable elsewhere in the country.

As a completely Tasmanian organisation we have an exciting long-term vision for our state; education is just the beginning. The great news is we've got lots of support already from government, local creative industries, colleges, schools and our educational partners.

### **OUR VISION**

We know Tasmania is full of creative talent. As Tasmanians, when we do things, we do them well. From a tiny island state of half a million people we compete with the best in the world. With room to breathe, space to think and time to create, Tasmania is a place of time-honed skills, innovation and dreams brought to fruition.

Unfortunately, for too long Tasmanians seeking creative education have been forced to leave the state. Foundry was created to stop this from happening. In fact we went one step further and asked a big question. What if Tasmania had the best creative education, culture, industry and community in the country and could hold its own on the world stage? This is the question driving all our decision making, because we believe Tasmania has the potential to become a design and innovation epicentre, attracting national and international creative talent.



**FOUNDRY EDUCATION**

Foundry partners with educational institutions to deliver industry-relevant creative education programs. We believe in strong intersects with industry, ensuring content is relevant and up to date and remaining flexible and agile in responding to industry needs and areas of jobs growth. Our unique model allows us to do this.

**SHORT COURSES**

After ongoing requests, we are delighted to be offering short courses at Foundry. You'll be joining our Foundry students on campus, and we encourage you to collaborate, make friends and learn from each other. We all have different life experiences to bring to campus, your contribution is valuable, no matter which of our education programs you are taking part in.





## OUR **CAMPUSES**

We believe that creatives belong in creatively inspiring spaces. Our campuses are a perfect escape from the world to focus, learn and collaborate. Beyond learning, the spaces can transform into anything from a gallery space to a stage for some of Australia's most sought after designers and creatives. Foundry campuses are a home for creative community.

### WHAT MAKES A FOUNDRY CAMPUS?

#### **COLLABORATION**

Bright, big and open, our spaces are designed for collaboration. Huddle around the table to work on a problem or find a nook to disappear into your headphones. Foundry creatives can make the space their own.

#### **INSPIRATION**

From the murals adorning the walls of our Hobart campus to the unique light-filled Launceston loft, our spaces are intended to be beautiful and inspire creative thinking as you study. Beyond that they play host to a roster of over 35 national creative leaders a year.



#### **EXPLORATION**

We setup our campuses in regional areas; this means you don't have far to travel out of the city centres to get close to nature. We fully encourage our Foundry creatives to take advantage of this and get out and explore whenever they can.

#### **CO-LAB**

Co-Lab is a cornerstone element of studying at Foundry. Designed to mimic the lightly structured environment of a working creative studio - where interactions are encouraged and problems are solved in a group environment - this is where, guided by your Co-Lab Mentor you can work on assessments, get help or advice or dive a little deeper into an element of your studies which has really ignited your creative juices.



#### **THE PIER - HOBART**

The Foundry Pier is situated on the top level of the Brooke St Pier in the historic Salamanca precinct in Hobart, Tasmania. This striking building is an architectural marvel. Constructed atop a barge, the building rises and falls with the tide and is heated by the sun. The Pier is full of life and bustling with foot traffic, with local restaurants and cafes, market stalls and the Mona ferry terminal as our neighbours.



#### **THE LOFT - LAUNCESTON**

The Foundry Loft is situated on the first level of the iconic Crown Mill Building in Launceston, Tasmania. Built in 1897, this neoclassical/Victorian industrial building is literally packed to the rafters with many original features, brimming with natural light and privy to some of the city's best views of the red brick laden industrial precinct.





## INDUSTRY GUESTS

Tasmania is now home to one of the nation's best creative speaker programs — at Foundry. Making waves both locally and nationally, our program — dubbed Foundry Live — allows our creatives access to dozens of leading industry figures each year. This not only gives our creatives a taste of what it's like to be a working creative, but also provides insights into how leading creatives came to be at the top of their game. We are passionate about setting a new standard for industry engagement in the educational space, and Foundry Live is one of the keys to attaining that.

All Foundry creatives are given access to Foundry Live events for the duration of their learning. Below you can see all the speakers Foundry hosted in 2017 and 2018 (so far). Keep checking our website and social media for the incredible lineup of the second half of 2018.



### A SELECTION OF PAST GUEST SPEAKERS

**ROBBIE BRAMMAL** - MONA

**MIKE TOSETTO** - Never Sit Still

**CHRIS DOYLE** - Christopher Doyle & Co.

**MATT DOBSON** - ProCreate

**GEMMA O'BRIEN** - Freelance

**JO ROCA** - For The People

**MATT PIKE** - Monster Children

**PRUE JONES** - Fjord

**FRANKIE RATFORD** - The Design Kids

**ANDY WRIGHT** - Streamtime

**VANESSA WARD** - Nomadism

**ANITA MCARTHUR** - Seesaw

**JIM ANTONOPOULOS** - Tank



# DIGITAL MEDIA & UX INTRO

## **DIGITAL MEDIA & UX INTRO**

In our increasingly digitised society, more and more emphasis is being placed upon how humans interact with computers. In this module, we explore interface design and how prototyping tools (like Adobe XD) support us in testing and improving interaction. This is the perfect entry point if you think the future looks digital and want to know how to make it more accessible.

## **TOPICS COVERED:**

- Adobe XD basics
- Website wireframing & user-interface design
- Journey-mapping
- Front-end design

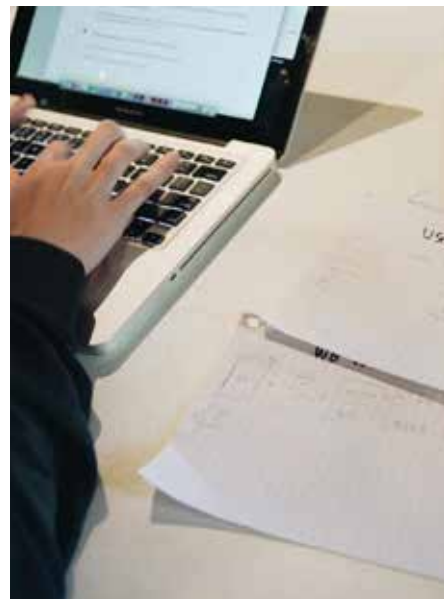
## **UNITS OF COMPETENCY:**

- BSBDES304 Source and apply design industry knowledge
- CUAPPR304 - Participate in collaborative creative projects

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC





# CONTENT WRITING INTRO

## CONTENT WRITING INTRO

This module looks at how we present ideas to an audience in a formal setting. We'll focus on what needs to be communicated and how we show that through an electronic presentation, by cleverly using words and imagery to maximum effect. This is perfect if you want to knock their socks off without having to verbally say too much.

## TOPICS COVERED:

- Google Slides basics
- Online team collaboration
- Presentation formatting
- Editing and writing for speeches
- Managing audience expectations

## UNITS OF COMPETENCY:

- BSBWHS201 Contribute to health and safety of self and others
- BSBITU302 Create electronic presentations

## TIMING:

**LST**  
TBC

**HBT**  
TBC



# PRINT & PUBLISHING INTRO

## **PRINT & PUBLISHING INTRO**

The way we lay out communication can make all the difference as to whether it actually communicates or not. In this module, we explore page layout programs (like Adobe InDesign) and learn the psychology behind reading on the screen and in print. You will also learn typography basics so you know the difference between your sans and your serifs.

## **TOPICS COVERED:**

- Adobe InDesign basics
- Introduction to type layout
- Hierarchy and grid basics
- Poster layout
- Magazine/book layout
- Typography basics
- Type classification
- Font pairing

## **UNITS OF COMPETENCY:**

- CUAGRD302 Use typography techniques
- ICPPRP224 Produce pages using a page layout application

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC





# CONCEPTUAL PHOTOGRAPHY

## **CONCEPTUAL PHOTOGRAPHY**

This module allows the student to take their visual communication training and apply it to their photographic practice. Incorporating visual communication theory and software, they are able to build concepts that will assist and elevate their photographic work.

## **TOPICS COVERED:**

- Intermediate Adobe Photoshop
- Image retouching
- Deep etching
- Editing with masks
- Image manipulation
- Digital compositing (combining two or more images to make a single picture)
- Working with models
- Using and contributing to stock libraries
- Shooting photography for compositing needs

## **UNITS OF COMPETENCY:**

- BSBDES403 Develop and extend design skills and practice

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC

## **PRE-REQUISITES:**

- Film & Photography Introduction (recommended), or
- Knowledge (basic) in Adobe Photoshop and Camera Functions (basic) images to make a single picture)



# VIDEO MARKETING

## **VIDEO MARKETING**

In our world where content is king, speed is essential. This module teaches the skills and knowledge required to use non-linear digital techniques to edit screen content for fast turnaround. Shoot, edit, upload, and repeat.

## **TOPICS COVERED:**

- Sound design basics
- Shooting video with DSLRs
- Adobe Premiere Pro basics
- Adobe Audition basics
- Video promos
- Storyboarding
- Cutaways
- Grading
- Incorporating still photography
- Compression and sizing

## **UNITS OF COMPETENCY:**

- CUAP05401 Edit screen content for fast turnaround

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC

## **PRE-REQUISITES:**

- Video Production (essential) and Digital Effects 1 (recommended), or
- Knowledge in Adobe Premiere (basic) and After Effects (basic).





# LAYOUT DESIGN

## **LAYOUT DESIGN**

As information becomes more complex, the layout and way we communicate it must adapt to ensure our audience still understands the message. In this module, we examine advanced design techniques of transferring knowledge from the screen and page. We'll explore more advanced techniques in Adobe InDesign and further expand our typography knowledge.

## **TOPICS COVERED:**

- Advanced magazine design
- Cover design
- Advertising layout
- Text flow and wrap
- Global formatting
- Styles
- Pre-flight and preparing print ready PDFs
- Interactive PDFs

## **UNITS OF COMPETENCY:**

- CUAGR503 Produce typographic design solutions
- CUAGR505 Design and manipulate complex layouts

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC

## **PRE-REQUISITES:**

- Print & Publishing Introduction (essential), or
- Knowledge (intermediate) in Adobe InDesign (recommended).



# SOCIAL MEDIA

## **SOCIAL MEDIA**

Most of us use social media every day in a very passive way. This module looks at the mechanics of the popular platforms and teaches engagement strategies that drive interaction and build a following.

## **TOPICS COVERED:**

- Understanding social platforms
- Organic vs. paid content
- Target market identification
- Setting goals and engagement strategies
- Conducting social media audits
- Aligning strategy and campaigns
- Utilising pixels
- UTM tracking and Facebook creative hub
- Data analysis and reporting
- General Data Protection Regulation Laws (GDPR)
- Benchmarking

## **UNITS OF COMPETENCY:**

- BSBMKG537 Develop a social media engagement plan

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC







# VIDEO PRODUCTION

## **VIDEO PRODUCTION**

Content delivered via video has proven to have a much higher audience engagement than text or static image. This module establishes a workflow for shooting, editing and releasing video content using software such as Adobe Premiere.

## **TOPICS COVERED:**

- Adobe Premiere Pro basics
- Camera production and workflow
- Shooting on location
- Editing visuals and sound
- Introduction to colour grading
- Lighting and digital effects
- Rendering for output
- Titles and credits.

## **UNITS OF COMPETENCY:**

- ICTDMT501 Incorporate and edit digital video
- CUASOU304 Prepare audio assets

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC



# DIGITAL EFFECTS

## **DIGITAL EFFECTS**

Introducing visual effects and motion graphics can make all the difference to your film work, helping your video content stand above the crowd. In this module, we study the basics of Adobe After Effects and how it integrates into editing software.

## **TOPICS COVERED:**

- Adobe After Effects basics
- Motion graphics using text
- 2D tracking
- 3D titles and tracking
- Basic animation techniques
- Movie titles

## **UNITS OF COMPETENCY:**

- CUAANM403 Create titles for screen productions

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC





# RESEARCH & REFERENCING

## **RESEARCH & REFERENCING**

Writing is more than just getting text on paper. It's about finding angles, sources and gaps that are screaming out to be identified, explored and, sometimes, exposed. This module is all about getting the facts, checking the facts and communicating them to your readership.

## **TOPICS COVERED:**

- Clarifying research focus
- Exploring varying research methods
- Analysing data methods
- Copyright
- IP and privacy laws
- Presenting and communicating research
- Getting paid for research

## **UNITS OF COMPETENCY:**

- CUARES402 Conduct research

## **TIMING:**

**LST**  
TBC



# PR & ADVERTISING

## **PR & ADVERTISING**

We explore copywriting and how it communicates a message through traditional print and digital media, highlighting key features and benefits to the consumer. This module further addresses how image and text work together, supporting each other rather than mimicking.

## **TOPICS COVERED:**

- Interpreting advertising briefs
- Scheduling and budgeting
- Writing persuasively
- Identifying promotional opportunities
- Finding and engaging the right audience
- Writing for varied media (print, online and direct)
- Crafting your USP

## **UNITS OF COMPETENCY:**

- BSBWRT501 Write persuasive copy
- CUAWRT301 Write content for a range of media

## **TIMING:**

**LST**  
TBC





# PRODUCT MOCKUPS

## **PRODUCT MOCKUPS**

Building upon vector and raster image skills, this module uses more advanced techniques of digital image manipulation software (such as Adobe Photoshop and Illustrator) in order to create virtual prototypes and in-situ graphics.

## **TOPICS COVERED:**

- Advanced Adobe Illustrator
- Label design and packaging
- Dielines
- Adobe Photoshop 3D rendering
- Compositing images
- Building print ready PDFs

## **UNITS OF COMPETENCY:**

- CUAGRD502 Produce graphic designs for 2-D and 3-D applications
- BSBDES501 Implement design solutions

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC

## **PRE-REQUISITES:**

- Print & Publishing Introduction (essential), or
- Knowledge (intermediate) in Adobe InDesign (recommended).



# INFORMATION ARCHITECTURE

## **INFORMATION ARCHITECTURE**

In order to create great web experiences, you need to plan them and make them replicable. This module delves further into information architecture and how we ensure our design is optimised for every user. You'll also be looking at more advanced CSS (Cascading Style Sheets) and how to implement Javascript into your site.

## **TOPICS COVERED:**

- Wire Frames
- Usability Testing
- MetaData Standards
- CSS validation
- HTML5
- Classification techniques (such as taxonomy and folksonomy)

## **UNITS OF COMPETENCY:**

- CUADIG505 Design information architecture
- ICTWEB506 Develop complex cascading style sheets

## **TIMING:**

**LST**  
TBC

**HBT**  
TBC

