

Publisher Professional with VSD certificate – publisherPROFESSIONAL Multimedia («9PM»)

Become a certified Multimedia Publishing Professional. In addition to photography and video, you will be involved in media production, digital publications and web design for desktop and mobile devices.

Duration: 30 days

Price: 10'750.–

Course documents: Digital courseware

Content

In this comprehensive course you will deepen your knowledge in the creative, technical and digital preparation of print, web and mobile content. The focus is on target group-oriented publication. You will also take into account the given processes and technical standards in media production and make targeted use of existing tools (software and hardware). In the following four modules you will gain exclusive practical knowledge from top-trained experts on the latest generation of media design and media production.

1. Introduction

2. Module I – Photography and Video

- Basics of photo and video production
 - Picture composition
 - Camera and lens types
 - Aperture, shutter speed, ISO
 - Depth of field
- Photography in practice at Studio Lensart
 - Motion recording and freezing
 - Using and supplementing light
 - Product, portrait and reportage photography
- Video production in practice
 - Recording planning
 - Script and storyboard
 - Camera technology
 - Video editing (Adobe Premiere Pro)
 - Sound, music and legal aspects
 - Video formats and streaming
 - Use of the equipment
- Project work: Presentation

3. Module II – Media Production

- Color Management
- Design and Presentation
 - Information procurement for print orders
 - Work preparation and organization
 - Get to know effective new fonts
 - Present design
- Cropping techniques in Adobe Photoshop
 - Lightroom
 - Exemptions with masks
 - Retouching techniques
 - Optimize images with advanced methods (settings, smart objects, etc.)
 - Benefit from HDR and RAW advantages
 - Automation in Photoshop

- Create colors and gradients for design applications with Adobe Illustrator
 - Plastic drawing in Illustrator
 - Editing objects with the Appearance Panel
 - Drawing in perspective
 - Advanced drawing techniques
 - Illustrative drawing
- Build documents in Adobe InDesign for different purposes
 - Understanding and preparing complex processes in InDesign
 - Preparation of documents for external connections
 - Document structure for folding techniques
 - In-depth layout techniques
 - Efficient working with InDesign (such as nesting, GREP, using scripts)
 - Checking the documents
 - Targeted PDF creation
- Presentation technique
 - Presentation technique
 - Presentation requirements by VSD (Verband der Schweizer Druckindustrie)

4. Module III – Interactive presentations and evaluable forms

- Designing and preparing a form with Adobe InDesign
- Distribution of forms in Acrobat, collection and evaluation of data
- Interactive possibilities with Adobe InDesign at a glance
- Interactive PDF vs. E-Book(ePub 3.0)/Publish Online
- Design of an interactive presentation for Publishing Online or iPad
- Project work: e-book and online presentation
- Project work: Presentation

5. Module IIII – Webdesign Conception

- Provide Content
 - Trends in web design
 - Generation of a first wireframe
 - Creation of precise screen designs
 - Creating a prototype
- Implementation of the Website
 - Basics in HTML5
 - The art of CSS3
 - Typography with Web Fonts
 - Introduction to WordPress
- Enhanced Web Design and Interactions
 - Deepening in WordPress
 - Implementation of the website in WordPress
 - Animations and interactivity with Adobe Animate
 - Web frameworks (jQuery and Co.)
 - Publication possibilities
- Search Engine Optimization and Accessibility
 - Web accessibility basics
 - Search engine optimization
 - Online Marketing basics
- Project work: Presentation

- Creating project examples in the fields of photography and video, print products, interactive digital PDF documents
- Development of screen designs for the web
- Presentation of the developed project examples at the end of each module (evaluated by the course instructor)
- Knowledge of planning, coordination and preparation of digital content for media production and its processes
- Independently design and create digital content as part of projects so that content can be used for different types of media in a targeted and standards-compliant way
- Efficient and professional application of in-depth knowledge with the Adobe product range
- Preparation for the certification as a «Publisher Professional: Multimedia» by VSD, the professional association for digital media production



This training course is offered in partnership with the Verband der Schweizer Druckindustrie (VSD).

Methodology & didactics

- Informative, exemplary and practice-oriented teaching sequence
- Use of various Adobe applications, photo studio etc.
- 30 days (approx. 210 lessons) – Lessons take place on Friday from 1 – 7 pm and Saturday from 9 am – 5 pm
- The training also requires a certain amount of time outside of class. This depends on previous knowledge, but is usually around 5 hours per week
- **Note:** Module 1 – Photography and Video is partly held externally, in the [photo studio Lensart in Gebenstorf](#). You will receive all information at the start of the course

Target audience

The course is aimed at people working in the graphic arts sector as well as career changers with relevant experience who wish to deepen their knowledge of modern publishing topics and obtain the certification as a «Professional Media Designer». On our [free information evenings](#) in Zurich, Bern or Basel you will receive a detailed overview and individual advice.

Requirements

Joy in creative work, confident use of the Adobe product range (InDesign, Photoshop and Illustrator) according to the following courses as well as practical experience in the creation of print publications (e.g. simple documents such as business cards, advertisements or flyers)

- [Adobe InDesign CC – Basic \(«INDEM1»\)](#)
- [Adobe Illustrator CC – Basic \(«ILLUM1»\)](#)
- [Adobe Photoshop CC – Basic \(«PHOTM1»\)](#)

Certification

With the degree «Publisher Professional – Profile «Multimedia» awarded by the Digicomp Academy AG, you confirm your practical experience and qualification in the above-mentioned subject areas to your

employer and your customers.

Certification examination

You will also receive the Publisher Professional: Multimedia certificate from VSD, the professional association for digital media production. The projects developed in the course can be submitted as practical work for the certification. In addition, there is a theoretical and practical examination by the publishingNETWORK as well as an **additional examination fee of CHF 650**. Further information can be found on the [VSD website](#).

Condition for certification

Attendance 80%

Repetition

If you repeat the course, you will be booked directly into the next course. The repetition costs CHF 450.

Information session

- [Publishing training courses](#)

Additional information

«The training gave me the last kick to step into the graphic industry» – [Read the interview with training course graduate Marius Furrer](#) (in German)

Info about the room equipment

Our courses take place on Windows or Apple devices. On request, we will be happy to provide you with an Apple computer in Zurich and Bern. Please let us know in advance by sending an e-mail to info@digicomp.ch. You can also bring your own laptop.

For virtual participation, we recommend the use of an additional monitor (not just a laptop) so that you can fully follow and participate in the lesson.

Adobe CC Software

The Adobe Creative Cloud Software will be fully available in the classrooms during the training. However, it is not possible to use the software via Digicomp licenses from home during the training.

Publisher Professional Multimedia brochure

For more information, please download our [brochure](#) on the Publisher Professional Multimedia training in PDF format (in German).

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/publishing/adobe/training-course-publisher-professional-with-vsd-certificate-publisherprofessional-multimedia