

CIW Multimedia Specialist



Certification Exam: 1DO-724

Multimedia Specialist is the fourth course in the CIW Web And Mobile Design series. This course teaches the essentials of using Multimedia technologies in digital marketing and business.

This course builds your skills in creating graphical images, recording audio and video, and other content for use on websites, in marketing resources, and in learning environments. You will learn about storyboards, lighting, shooting video, camera angles, audio, and video editing.

This course will also apply project management and critical thinking as you learn to create and incorporate a variety of multimedia elements into websites, marketing, and other business solutions. You will also learn why accessibility, ethics, and legal topics are important to consider when creating Multimedia solutions.

The CIW Multimedia Specialist course prepares students to take the high-stakes CIW Multimedia Specialist certification exam (1DO-724).

Candidate Profile

Individuals preparing to enter or continue in the workforce fields of digital design, website development, and design can benefit from the CIW Multimedia Specialist course and/or certification:

- High school students
- College students
- Technical/trade school students

Professionals working in Digital Design, website development, and design fields for any industry can benefit from the CIW Multimedia Specialist course and/or certification:

- Web and graphic designers
- Digital marketing professionals
- Mobile application developers
- Art/creative directors
- Advertising professionals
- Entrepreneurs

Career Profile

This course aligns with the Department of Labor Standard Occupational Classification for the following:

SOC: 27-4032 Film and Video Editors

Film and Video Editors organize and assemble recorded video and audio into a finished production. They cut unwanted footage, add transitions, sound, and effects, and adjust timing to create a clear and engaging story. Their work prepares videos for distribution on television, websites, social media, or other digital platforms.

SOC: 15-1255 Web and Digital Interface Designers

Web and Digital Interface Designers design the layout, visuals, and user experience of websites and digital applications. They create wireframes and prototypes, ensure interfaces are visually appealing and easy to use, and collaborate with developers to implement designs that meet user and business requirements.

SOC: 27-1024 Graphic Designers

Graphic Designers create visual content to communicate ideas and messages. They use images, typography, colors, and layout techniques to design materials such as logos, advertisements, websites, and multimedia graphics. Their work helps organizations present information clearly and attractively to their audiences.

Topics

Introduction to Multimedia on the Web

What Is Multimedia?
 Multimedia and Your Web Presence
 Multimedia job roles and searches
 Current Multimedia Capabilities
 Animation and the Web
 Audio and the Web
 Video and the Web
 Virtual Reality and Augmented Reality
 Multimedia and Today's Mobile Devices
 Multimedia and User Interaction
 Selecting the Right Multimedia Elements
 Integrating Multimedia into a Website
 Accessibility and Privacy Issues
 Project Management Tasks in Multimedia Development Strategies
 Website Issues and Solutions
 Time Management Analysis

Creating Graphical Images for the Web

Digital Imaging Concepts
 Raster vs. Vector Graphics
 Graphics Applications
 Image File Formats
 Creating and Optimizing Images
 Essential Graphic Design Concepts
 Digital Photography Concepts
 Creating Images for Mobile Platforms
 Image Metadata and Tagging
 Publishing Images to the Web

Planning Multimedia Content for the Web

Determining Your Audience
 Getting Data from Your Audience
 Making Data-Driven Decisions
 Presenting a Case for Multimedia
 Addressing the Audience

Presenting a Draft of Multimedia Content
 Developing a Storyline
 Writing a Script
 Creating the Storyboard
 Gathering Multimedia Elements
 Multimedia Bandwidth Considerations
 Soliciting Feedback
 Effective Multimedia Presentations
 Asset Storage Management
 Standards for Leadership Techniques and Customer Service Strategies

Preparing to Capture High-Quality Video Content

Equipment, Resources and Talent for Video Creation
 Setting Up Equipment
 Environment for Capturing Video and Audio
 Proper Lighting for Video
 Backlighting vs. Frontlighting
 Use Multiple Cameras in Video
 Using Microphones Effectively
 Bumper Music for Videos
 Choosing the Right Shot
 The Purpose of Zooming
 Creating Wide-Angle Shots
 Creating Cutaway Shots
 Changing Angles
 Planning a Video Clip to Promote a Business

Creating Content for a Video Project and Developing Video for Mobile Devices

Recording the Video
 Recording Live Audio
 Incorporating Still Images into Video
 Incorporating Sound Effects and Clips into Video
 Adding Bumper Music and Titles
 Using "B-Roll" for Alternative Footage

Cross-Device Compatibility for Video
 Video Formats for Mobile Devices
 Bandwidth Considerations for Mobile Devices
 Native Development Tools for Mobile Devices
 Responsive Design and Mobile Video

Editing Video Content

Using Video-Editing Software and Techniques
 Determining Video and Topic Lengths
 Panning a Video or Image
 Inserting Additional Media
 Removing Common Video Errors
 Editing Audio Files in Audacity
 Repairing Audio Issues in Audacity
 Rearranging Video Sequence
 Applying Metadata Tags
 Using Closed Captioning
 Implementing Accessibility Compliance

Publishing Video Content to the Web

Video Hosting Platforms and Options
 Incorporating Video into HTML5 Pages
 Publishing Video to Website and a Learning Management System (LMS)
 Publishing Video to a Cloud Service Provider
 Testing Your Website on Multiple Browsers
 Copyright, Ethics and Legal Considerations
 Copyright Laws Affecting Video and Audio Development
 Why Accessibility?
 Netiquette and Cultural Considerations
 Legal vs Ethical Issues
 Why Consider Global Laws?
 Security Standards
 How Does Ethics Affect Videos?