

uCertify

Course Outline

Multimedia Specialist



01 Jul 2024

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1. Course Objective

Start your prep for the CIW certification exam with the CIW Multimedia Specialist course. The CIW certification training comprehensively covers the certification exam objectives and provides understanding on the topics such as creating graphical images for the Web, publishing video content to the Web, copyright, ethics, and legal considerations; creating content for a video project, and developing video for mobile devices. The practice tests and other learning resources will help you gain an understanding of all the basic and advanced concepts covered in the certification exam.

2. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

3. Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.

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EXERCISES

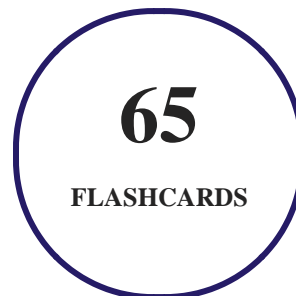
4. Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



5. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



6. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



7. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

8. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

9. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

10. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been

recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform

2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

11. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: 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
- Standards for Leadership Techniques and Customer Service Strategies
- Time Management Analysis
- Lesson Summary

Chapter 2: 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
- Lesson Summary

Chapter 3: Planning Multimedia Content for the Web

- Determining Your Audience
- Getting Data From Your Audience
- Making Data-Driven Decisions
- Addressing the Audience
- Presenting a Case for Multimedia
- Presenting a Draft of Multimedia Content

- Developing a Storyline
- Writing a Script
- Creating the Storyboard
- Gathering Multimedia Elements
- Multimedia Bandwidth Considerations
- Asset Storage Management
- Lesson Summary

Chapter 4: 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
- Lesson Summary

Chapter 5: 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
- Lesson Summary

Chapter 6: 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
- Lesson Summary

Chapter 7: Publishing Video Content to the Web

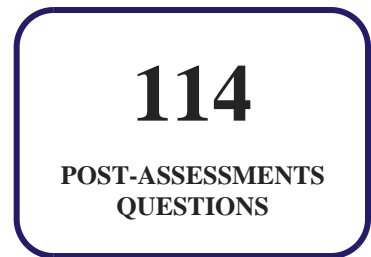
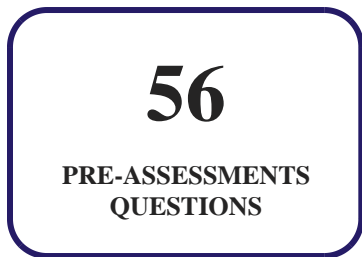
- Video Hosting Platforms and Options
- Incorporating Video Into HTML5 Pages
- Publishing Video to Website and a Learning Management System (LMS)
- Publishing Video to a Cloud Service Provider
- Testing Your Website on Multiple Browsers
- Lesson Summary

Chapter 8: 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?
- Lesson Summary

12. Practice Test

Here's what you get



Features

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

13. Post-Assessment

After completion of the uCertify course Post-Assessments are given to students and often used in conjunction with a Pre-Assessment to measure their achievement and the effectiveness of the exam.

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