



## Certificate III Printing and Graphic Arts (Graphic Pre-press)

NTIS ICP30205

### The AIT Standard

The Academy of Information Technology (AIT) strives to prepare and train individuals with contemporary IT, multimedia and business management skills to become successful professionals with creative and commercial IT enterprises.

AIT's unique teaching method and dynamic curriculum provides students with a stimulating environment that helps to foster imaginations and arms them with the skills needed to achieve a career of their choice.

AIT uses the latest cutting-edge technology, motion capture (digitised human movement) and Vtools (a game engine) to develop the abilities required in the creative media industry. AIT provides students with the skills, knowledge and equipment to stand out as an accomplished multimedia, business and IT professional.

### Graphic Pre-press

Graphic Pre-press involves the end-to-end solution for the entire production flow, from design execution to release-for-print for both traditional and digital print. Graphic Prepress professionals create and manage a wide array of applications using industry-standard software, such as Photoshop, Illustrator, and InDesign.

Today's complex print productions include advertising campaigns, large format signage, promotional displays, magazines, corporate annual reports, newsletters, and other commercial documents. For electronic access and digital processing, graphic pre-press professionals also produce interactive presentations such as websites, interactive CDs, and tagged documents.

They provide the entire spectrum or a part of the publishing lifecycle: editorial, visual design, proofreading, page-make-up, typesetting, digitalising, and warehousing for publishing houses, educational institutions, information aggregators, universities, corporations, government agencies, and all forms of content developers.

This profession is rapidly changing with digital technology. These professionals are skilled with the latest creative applications and work daily with professionals around the world. Corporate designs could be developed in one country, then prepared for the cultural and technical requirements in another country, and then produced in yet another country. This full range of activities may occur seamlessly in a matter of hours resulting a successful global advertising campaign.

### Program Overview

AIT's unique Graphic Pre-Press program offers students comprehensive skills in developing visual concepts, design, image/design manipulation, digital print preparation and presentation. In addition, the course includes contemporary multimedia and business subjects such as project management, marketing strategies and rich media development. AIT's courses are designed to educate digital and design print professionals, ready for digital printing and multimedia careers.

Students interested in advancing their digital media skills after the Certificate III in Printing & Graphic Arts (Graphic Pre-press) are recommended to continue study with AIT's Diploma of IT (Multimedia).

### Target Audience

This qualification is aimed towards individuals who wish to obtain a breadth of knowledge and skills in the field of Printing and Graphic Arts. This includes both domestic and international students. It is recommended that potential students for this program will have some interest in both graphic pre-press and multimedia. Many students moving into this program have previously completed some level of training in industry, in previous certificate qualifications or in High School.

### Scope of Study

A combination of training techniques is used by AIT to foster a constructive and beneficial learning environment for students. The scope of study topics includes:

- Workplace Skills
- Digital Images
- Internet Fundamentals
- Principles of Design
- Digital Composition
- Marketing Strategies
- Animation
- Digital Film-making
- Pre-Press
- Printing Projects

### Careers in Graphic Pre-press

This qualification will give students the opportunity to work in numerous industries such as digital print and publishing houses, graphic design studios and even advertising companies. Specific careers include:

- Pre-press Operator
- Pre-Press Technician



## Industry Standard Training

AIT strongly believes in teaching students skills that will be useful to them, and relevant in the workplace or further University studies. AIT trains students how to use software used by industry professionals:

- Adobe Creative Suite (Photoshop, Illustrator & InDesign) for design
- Autodesk 3ds max for 3d animation
- Macromedia Flash for 2d animation and games
- Adobe Premier for audio-visual editing
- Virtools for 3d interactive game development

AIT gives Graphic Pre-press students real graphics and digital printing projects to gain practical training and learn essential skills that apply to industry.

## Curriculum

AIT consults with various industry and academic professionals who form the AIT advisory committee. This committee ensures that AIT's curriculum is of a high standard, and that our graduates make valued contributions in the workforce to employers and Universities.

## Industry Associations

AIT staff are active members of the Australian Interactive Media Industry Association (AIMIA), Graphic Arts Services Association of Australia (GASAA) and the Games Developer Association of Australia (GDAA) which all promote the commercial development and growth of the multimedia and/or games industries in Australia.

## Teaching Techniques

AIT teaching methods are based on a combination of interactive face to face classes and practical tutorials. Our teachers are highly experienced in the fields they teach, friendly and always ready to help you. This warm learning environment allows students the opportunity to maximize their learning potential.

## Intake Dates

4<sup>th</sup> January 2010    5<sup>th</sup> July 2010  
8<sup>th</sup> March 2010    30<sup>th</sup> August 2010  
3<sup>rd</sup> May 2010    25<sup>th</sup> October 2010

## Entry Requirements

Students are recommended to have successfully completed year 10 or equivalent of study. As all lessons and assessments are conducted in English, an adequate level of English is strongly recommended. This includes suitable levels of competence in reading, writing, and comprehending the English language. International students must comply with DIAC requirements and should have an IELTS or equivalent score of 5.5 or above.

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## Recognition of Prior Learning

Recognised Prior Learning (RPL) is also considered for students who are applying to AIT, who have completed Certificate, Diploma or Degree programs elsewhere. AIT recognises the AQF qualifications and statements of attainment issued by any other registered training organisation. Proof of qualification or experience must be sighted. Note also, RPL must be applied for by students within their first two weeks of commencement. Any applications for RPL may not be considered after this time. Further information regarding RPL or Credit Transfer is located in the Student Handbook found on our website.

## University Credit Arrangements

AIT's Diploma courses are widely recognised by Australian Universities as being of comparable quality to their own. Consequently, AIT has made arrangements with 15 of Australia's most reputable Universities, which will allow successful applicants entry with advanced standing.

## Student Assistance

Students having difficulties due to language literacy and numeracy may seek assistance, to be assessed and counseled. External professional counseling can and will be arranged when necessary.

## Duration

Two semesters (each semester is 16 weeks), 20 hours face to face teaching per week.

## Pricing Schedule 2010

Local Students: \$5,000 per semester

International Students: \$6,000 per semester

All Students: Enrolment Fee of \$200

**Overseas Student Health Cover** \$374 p.a

OSHC is a compulsory requirement of a students visa. This is a service that may be organised by AIT for students who have not yet arranged their own cover.

**Homestay Placement** \$165 (+gst)

**Airport Pickup** \$120 (+gst)

These services can be arranged to make our students feel welcome and secure. The airport pick-up service escorts our students to their accommodation.

All prices are subject to change at the discretion of AIT. Please contact AIT to ensure current prices match this document.