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Quality training needed to match demands of growing digital industry

As the Australian digital industry continues to grow rapidly, so does the need for well trained, industry ready graduates.

The industry is currently worth about 3.3 percent of the GDP and this figure is likely to rise as states such as NSW plan to boost the digital economy.

Raffles KvB has been one of the quickest institutions to respond to this need, offering three new specifically designed majors in 2007.

These three digital technology majors: Moving Image, Animation and Game Design, are part of the Bachelor of Arts, Visual Communications degree.

Peter Cameron, the head of school of RKvB's Digital Media Arts school, says that one of the problems facing the industry is the poor supply of appropriate graduates.

"The addition of these majors to the degree program is immensely exciting. When you look at the growth statistics in the industry and Australia's involvement in big budget productions, it makes a lot of sense for Raffles KvB to be taking such a proactive stance.

"It is no accident that these three majors are released together. We are keenly aware of the integration going on in the industry. Producers are trying to maximise return by reusing intellectual properties across media. Artists are also excited by the prospects of combining and using new media. Practitioners must not only have sufficient expertise but also be comfortable across a range of media and outcomes."

The *Moving Image* major is designed for students who have an interest in creating traditional, 'live action', moving images. The course will prepare them for work in areas such as short films, music videos, television commercials, documentaries, television and feature film.

The *Animation* major will prepare students for a career in 3D, animation and/or visual effects. It will provide them with a broad introduction to all aspects of the area (including: animation principles, art direction, drawing, software). Then as they get a feel for what they want to do

they can further develop one or more of their skills (such as modelling, lighting, animation) to a level that will get them their first job.

The *Games Design* major concentrates almost entirely on the artistic side of game creation. Students get the chance to play and analyse games; learn how to create stories and integrate these into game play; and learn how to design, create and rig 3D characters. They are also taught level design and how to model, texture and light scenes, as well as design props. Although this is not a technical course, students will study how to work within the production pipeline with people such as programmers.

Judging by the comprehensive nature of these courses and the R&D spent on making sure the practical lessons are in tune with industry needs, graduates taking these majors should make valuable contributions to the industry of the future.

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