



vanarts[®]
VANCOUVER INSTITUTE
of MEDIA ARTS





Our mission is to contribute to the development of the individual student's artistic and career potential by bringing together world-class instructors to teach, inspire, motivate and pass their knowledge on to students and support the development of their talents and realization of their dreams in the visual, media and performing arts.

table of contents

| | |
|--------------------------------------|----|
| Introduction | 2 |
| 2D & 3D Character Animation | 4 |
| Acting for Film & Television | 12 |
| Broadcasting for Radio & Television | 20 |
| Digital Photography | 26 |
| Game Art & Design | 40 |
| Visual Effects for Film & Television | 52 |
| Web Development & Interactive Design | 62 |

PROVEN SUCCESS

VanArts was founded in 1995 with Lee Mishkin as its founding program director. Lee animated and directed *IS IT ALWAYS RIGHT TO BE RIGHT?* which won the Academy-Award in 1971 for Best Animated Short.

Recognizing the demand for a skilled and specialized workforce for the entertainment arts and digital media industries, VanArts offers highly focused 12 month diploma programs designed to prepare students for careers in these creative industries. By developing a well-rounded curriculum of visual, media and performing arts, VanArts has created an educational environment that encourages collaboration among its programs of study. With faculty and advisory boards that draw directly from the relevant industries, VanArts provides its students with the foundation and mentorship necessary to launch a career.

COLLABORATION

The entertainment, media and visual arts industries are comprised of artists collaborating to achieve their goals. At VanArts, students have the opportunity to do the same – to be directors and team members collaborating with talented artists across our mix of creative programs.

LEARN FROM THE BEST

VanArts' stellar faculty and industry advisory board are second to none. Their credits include work with such prestigious studios as Disney, Dreamworks, Weta Digital, Pixar, Electronic Arts, Industrial Light & Magic and many more. We have hand-picked those who have an exceptional capacity to share their expertise – a gift for drawing out your creative best, for mentoring the next wave of unforgettable talent. If you have a passion and dedication for your own art, and a commitment to the pursuit of excellence, then you have come to the right place.



Max Howard - renowned film producer whose credits include *Who Framed Roger Rabbit?* and *Spirit: Stallion of the Cimarron*

THE RIGHT INVESTMENT

Many VanArts graduates are already successful, creative professionals with credits on major feature films like *Life of Pi*, *Man of Steel*, *Wreck-It Ralph*, *Avatar* and many more. VanArts has also trained a league of entrepreneurs who have gone on to successful freelance careers around the world.

TOP RANKING WORLDWIDE

Vancouver Institute of Media Arts was recently ranked #1 in Western Canada and #11 in the world by Animation Career Review for the "Top 100 Schools for Animation, Gaming and Design." The list was compiled through a mixture of school reviews and a survey of industry professionals from companies such as Pixar and Dreamworks.



2D & 3D CHARACTER ANIMATION

PROGRAM OVERVIEW

The Character Animation diploma program respects our intensive one-year time frame by placing primary focus on character animation through body mechanics and performance. Whether you choose to work in the 2D (traditional or digital) or 3D medium, all students share the same lectures, assignments and reviews in our campus theatre. Story, visual language and life drawing support your development in visual communication. The software used is Maya and Toon Boom's Harmony, the animation industry standard. Graduates are prepared for jobs in feature, television and web animation production.

TERM 1

Animation 1

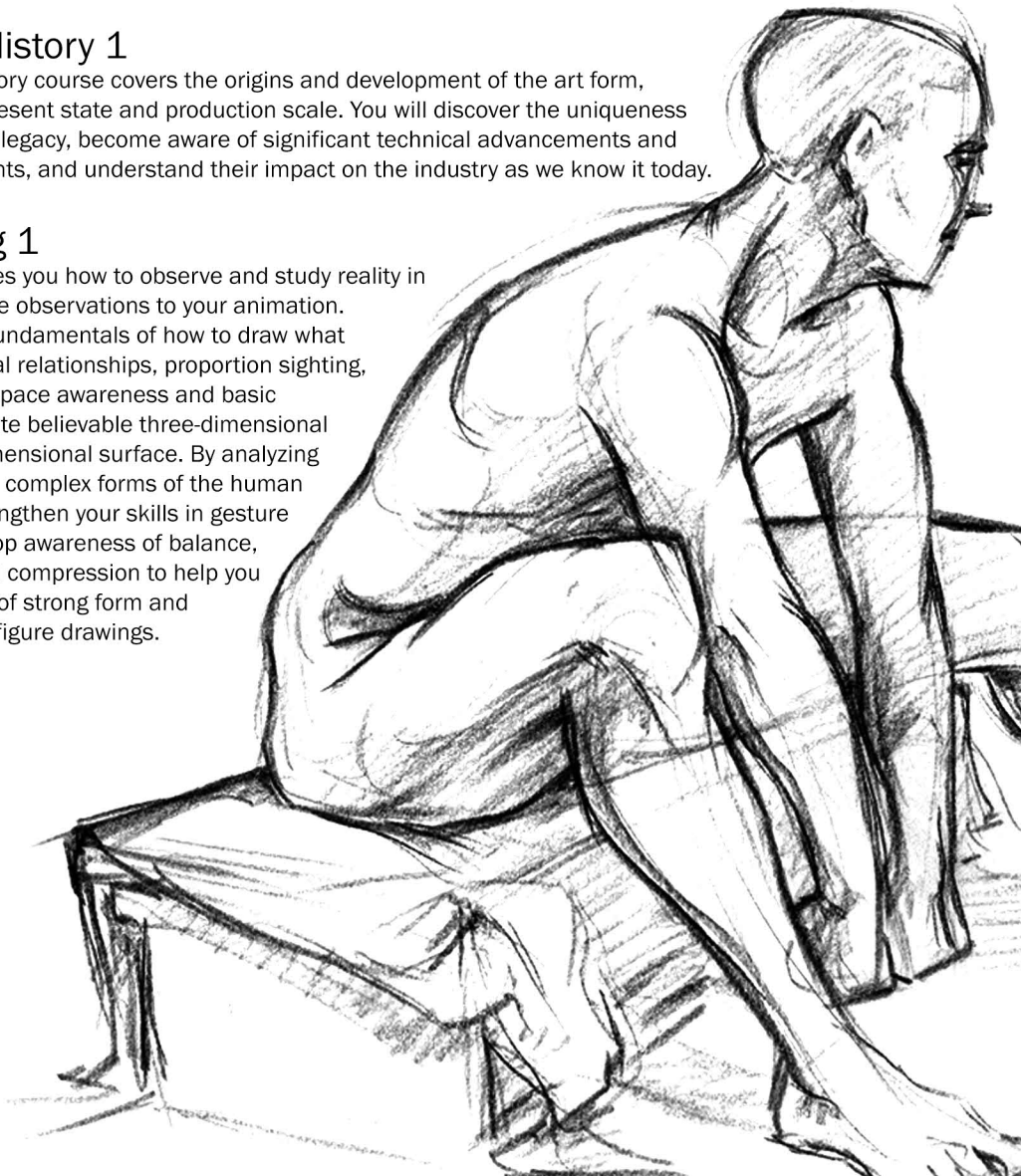
The goal of term 1 is to gain a solid understanding of animation fundamentals through principles of motion such as persistence of vision, path of action, timing/spacing, squash and stretch, lead and follow, and industry standard terms such as keys, breakdowns, in-betweens and layout. Simplified structural drawing is emphasized in both 2D and 3D for detailed planning before animation begins. You begin the study of motion by animating various types of bouncing balls, a flexible pendulum and progressing to a ball with legs for a series of exercises that finish with a character walk, compiled and reviewed through pencil tests.

Animation History 1

The animation history course covers the origins and development of the art form, leading up to its present state and production scale. You will discover the uniqueness of animation's rich legacy, become aware of significant technical advancements and artistic achievements, and understand their impact on the industry as we know it today.

Life Drawing 1

Life drawing teaches you how to observe and study reality in order to apply those observations to your animation. You will learn the fundamentals of how to draw what you see using visual relationships, proportion sighting, positive/negative space awareness and basic perspective to create believable three-dimensional space on a two-dimensional surface. By analyzing and simplifying the complex forms of the human figure, you will strengthen your skills in gesture drawing and develop awareness of balance, weight, stretch and compression to help you represent a sense of strong form and movement in your figure drawings.



Maya for Animation 1 (3D Character Animation)

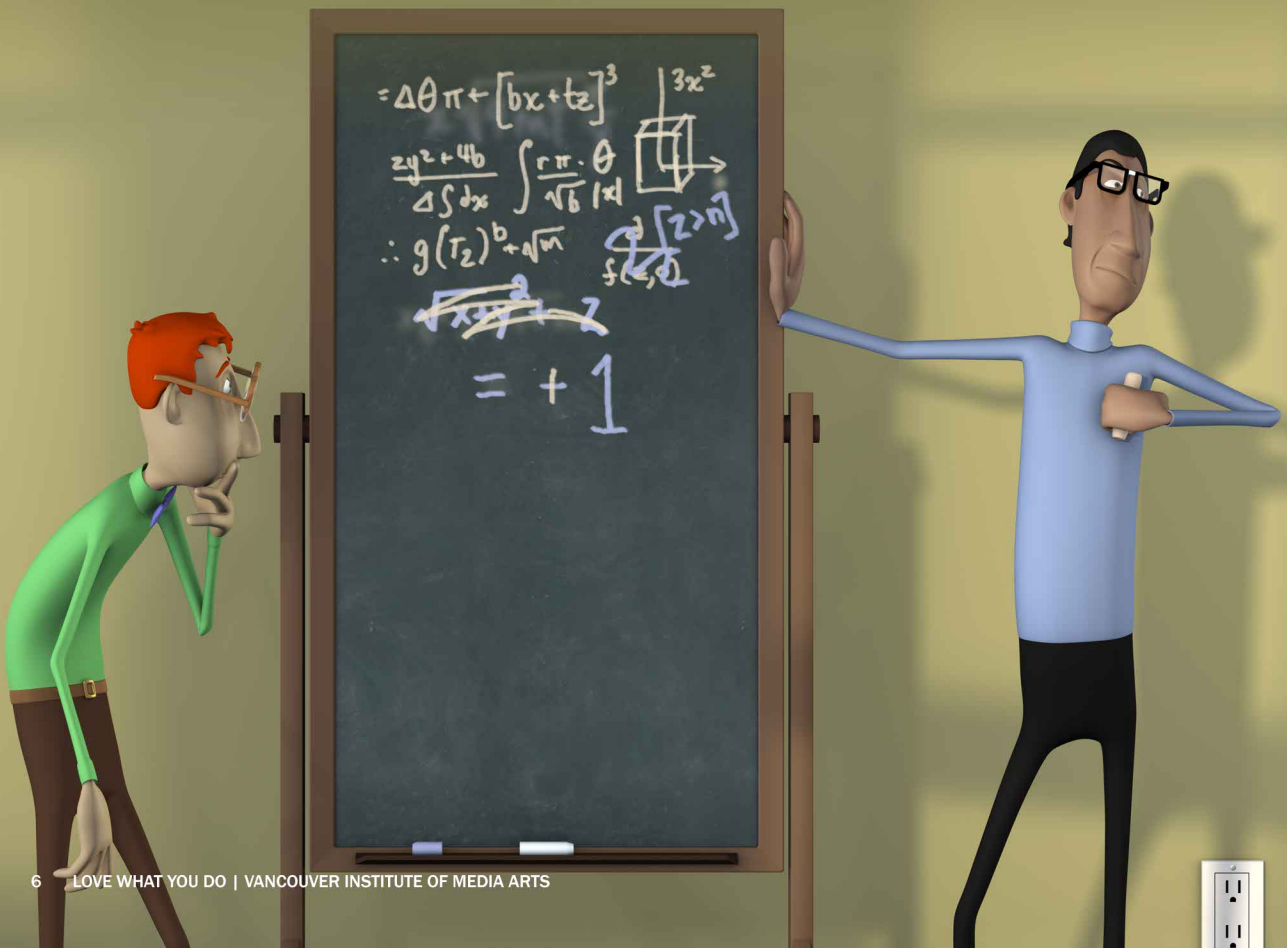
The technology of animating in Maya is thoroughly covered in both this course and the animation courses. You will be introduced to tools and techniques for hard surface modeling in Maya through building props, furniture, appliances and rooms with a theme (science lab, mechanic's shop, etc). The goal of these exercises is to develop an understanding of the hierarchical parent/child structures that make a successful build. Photoshop, materials/shaders, UV mapping, unwrapping and texturing are taught to enhance the visual presentation of the modeling assignments.

Photoshop Workshop (3D Character Animation)

Basics of Photoshop are introduced through exercises in creating and saving files, image sizing, brush selection, working with layers, and fundamental image manipulation (scaling, rotating, copy/paste and UV texturing). These skills are required in all course assignments such as modeling, character design, life drawing, story reels and title cards for films.

Story & Visual Language 1

Lectures and assignments in this course explore visual aesthetics through space, line, shape, size, style, tone, colour, silhouette, movement and rhythm, designed to strengthen awareness of visual implication through understanding the psychology of composition. You will create dynamic imagery through implied perspective and artistic interpretation of subject matter. Posture, balance and silhouette are incorporated in creating powerful character designs. Written assignments introduce you to the idea of communication through prose to prepare you for creating stories in terms 2 and 3.



TERM 2

Animation 2

Practise makes perfect. Continued animation assignments focus on body mechanics, helping to advance your awareness of initiating and altering forces to deliver a believable physical action. Creating and/or finding reference is essential and supported with lectures on action analysis. You choose from a list of scenarios for each assignment, keeping in mind the importance of animation principles and entertainment value as the level of complexity increases. Character awareness is introduced to prepare you for the acting assignments in term 3.

Animation History 2

Various individual films and filmmakers will be studied in detail to provide a context for the principles of character animation, character development and storytelling taught in the 2D and 3D Character Animation program. You will develop your animation and storytelling vocabulary, which will be demonstrated through a short oral presentation. The presentation will be a project created outside of class time and reviewed at scheduled times by the instructor during your weekly open lab.

Harmony 1 (ToonBoom - 2D Character Animation)

In this course you will study the basics of digital 2D “puppet” or “cut-out” character animation in Toon Boom Harmony. Topics include hand-drawn art, planning, basics of building and rigging characters, key framing, inverse & forward kinematics, manipulation of timing and camera placement, creating substitute drawings for technical problem solving, familiarity with the software and how to apply traditional principles to digital 2D animation. Exercises include the bouncing ball, pointing and swinging arm actions, character head turns, steps and jumps.

Life Drawing 2

Using observational skills from term 1, you now learn to analyze facial features and apply your developing structural drawing skills to achieve likeness in portrait studies. Assignments introduce specific human proportions and skeletal anatomy, and show how to use this information to pose figures and characters for animation with a sense of believable solidity. You will analyze the body’s architecture to gain a thorough knowledge of underlying structure, using techniques such as memory drawing to lessen your reliance on copying the figure, and drawing from knowledge to enhance observational drawing.

Maya for Animation 2 (3D Character Animation)

Moving into further familiarity with Maya, you are now introduced to the subdivision and topology components of modeling by building a hand and head based on existing or original designs. Other areas of study covered include low/high resolution switching, symmetrical modeling, understanding pole vertices and box vs. patch modeling techniques.

Premiere Workshop

Adobe Premiere is introduced through a series of basic exercises showing you how to set up and save files, import and adjust preferences for media, as well as technically edit, create camera moves and add transitions. This workshop is delivered prior to the assignments in Story - Visual Language when you will be creating story reels for assignments and short films.

Story & Visual Language 2

The goal of Story - Visual Language in term 2 is to tell stories in a clear and entertaining way while exploring creative options for visual delivery. Acting exercises introduce you to performance through body language and timing in dialogue and gesture. Students in the acting department are observed as a source of reference for force and movement. Lectures and assignments in visual storytelling are delivered through storyboard assignments focusing on editing choices, composition and timing. Brainstorming sessions are scheduled to introduce you to working in a collaborative environment; being open to and comfortable giving input.



TERM 3

Animation 3

Strong performance is what makes the audience believe an animation character is alive. In term 3 you will complete a series of assignments that explore character, thinking, decision making and emotion of transition through pantomime and facial animation. Lectures cover the analysis of posture, body language, gestures, secondary actions and timing, eye movement, facial animation and lip sync. All assignments further develop an awareness of body mechanics introduced in previous terms.

Audio, Adobe Audacity Workshop

Adobe Audacity is introduced through a series of basic exercises showing you how to record and edit audio files. In-class exercises cover creating files, saving in various formats and importing files into software such as Maya, Premiere and Harmony. This workshop is delivered prior to the assignments in Story - Visual Language when you will be creating story reels for assignments and a short film that requires audio tracks. In-class tutorials continue throughout the program.

Harmony 2 (ToonBoom - 2D Character Animation)

Basic concepts taught in Harmony 1 now move forward into advanced applications. Topics covered include a variety of approaches to modeling and rigging characters using deformations for limbs, using effect modules, creating background layers and applying camera movement to 3D multi-plane scenes. The rigging and scene construction lessons prepare you for the pre-production of scene assets for your term 4 animation demo projects. You will be evaluated on your familiarity with the software as well as your ability to apply traditional principles to your digital 2D puppet animation.

Life Drawing 3

Term 3 introduces simplified muscular anatomy, the shapes that muscles create when in use and application of this knowledge to figure drawing, including memory drawing for the figure in motion. Through the deconstructing of masterworks of art, you will learn how anatomy has been creatively employed throughout history. Sketchbook drawing is emphasized as you begin regular practise of location sketching, including a field trip to the zoo drawing animals and other subjects. Techniques for drawing clothed figures as well as basic fold vocabulary will be demonstrated.



Bill Matthews Manager of Artist Development (Ret'd), Walt Disney Feature Animation

Maya for Animation 3 (3D Character Animation)

This course now focuses on assembling a production pipeline and transitioning a story or project into a 3D computer environment. You are directed to begin building your assets in preparation for the term 4 final project, including characters, set pieces, props, preliminary lighting and camera set-ups for each shot. A variety of topics will be covered which include cloth rigging and simulation, hair modeling, simple character rig construction and lighting techniques.

Story & Visual Language 3

This term is focused on storytelling and the development of term 4 projects. You will learn to 'pitch' story ideas as it is done in studios, storyboard final projects and create an animatic/story-reel as the blueprint for term 4 production. Assignments in visual development are geared toward creating the 'art direction' for final projects and demo reel creation. Time management through production scheduling of layouts, rough character blocking and final animation is taught to support the successful completion of films.



TERM 4

Animation 4

Term 4 is a production term for the completion of animation for your demo reel. You choose to create a short film with a minimum of 30 seconds of character animation, or three 10-second character animation exercises to showcase your skills. The emphasis is on character animation that shows a firm understanding of body movement, and performance designed to entertain. Lectures, demos and in-class supervision allow faculty to spend more time on topics that may be unique to individual projects, such as art direction, editing and audio.

Life Drawing 4

Term 4 Life Drawing focuses on solidifying the skills learned in previous terms and applying them with a more creative approach. Demonstrations on how to push the poses of the figure help you create drawings with a stronger sense of life and movement. Exercises are scheduled where models pose in a series of actions while you draw a caricature of the model or cartoon character in that same pose, making a direct link to animation skills. Location sketching and a field trip to the Vancouver Aquarium allow an opportunity to draw a variety of subjects. You will compile your strongest work into a final portfolio to accompany your animation demo reel for job applications.

Maya for Animation 4 (3D Character Animation)

In term 4 you are in full production mode. The Maya class provides technical support and post-production training for your final project, including lectures on rendering, render-farm usage, adding post effects like motion blur and DVD authoring for demo reel creation.

Portfolio/Demo Reel Workshop

In this workshop you review and analyze examples of student/professional portfolios and demo reels. Working with guidance from faculty you will select your best animation and artwork, and create a movie file of your demo reel to post on the internet or author to DVD for submission to studios. Interview etiquette is discussed and resume writing is addressed to prepare you for entry into the industry.

Story & Visual Language 4

For the production of your final demo reel, skills in visual language come into play through design, storyboarding, staging/composition and editing to enhance storytelling. Complementary training in Harmony for 2D, and Maya for 3D prepares you to add color, texture and lighting to strengthen your final presentation.

“VanArts was a great experience for me. I learned more in one year than in four years of university. VanArts pushed me and expected me to do the best I possibly could. Not only did I learn how to prepare myself for a studio environment by learning the animation principles, but the school also taught me to work hard and smart.”

Rory Neil,
Animator/Layout Artist, DHX Media



ACTING FOR FILM & TELEVISION

PROGRAM OVERVIEW

Since 1989, the William Davis Centre for Actors' Study has been training actors. Our one-year diploma program at VanArts has the best team you can find of experienced professional actors, working directly with you in a practical teaching approach to prepare you for the world of acting. You will receive personal mentoring by the best actors in the business, small class sizes to ensure individual attention and focus, and the opportunity to collaborate with other faculties in photography, visual effects and animation production.

TERM 1

Acting Technique - Methods - On Camera 1

This course will introduce you to the technical requirements an actor needs to be aware of when performing for the camera, and will cover the fundamentals of acting in the film and television medium. Professional work habits will be established as norms, and all work will be recorded, viewed and critiqued.

Acting Technique - Methods - Stanislavski

You will understand the key elements of the acting process from this course, as it provides a base from which to work, and prepares you for further study. The techniques used will be selected from modern interpretations of classic Stanislavski methods, and include text analysis, physical and vocal exploration, and other exercises and improvisations. The main material will consist of scenes from contemporary plays, and the emphasis will be on the development of skills required for the rehearsal process of live performance.

Actors' Toolkit - Head shots 1

In collaboration with our photography department, the course focuses on the creation of at least two head shots as part of development of the actor's toolkit. The two head shots will meet entry-level industry standards, and reveal two different looks, or personalities.



History of Theatre

We are introduced to studies in the history of theatre as we know it; from Greek tragedy and development of classical theatre in Japan and India, to the rise of realism in playwriting. We finish this course with the influences of politics and technological development on the 20th Century actor.

Improvisation

The improvisation course consists of a variety of games and exercises designed to increase your spontaneity and creativity. Both physical and verbal improvisation techniques will be explored; solo, duet, and team groupings. Short and long formats will be included, as well as dramatic and comedic improvisations.

Intro to Voice-Over

The course is designed to introduce you to the field of recorded voice-over. It focuses on the three main types of work currently available in Vancouver: commercials, narration and animation.

Physical Training 1

Physical Training is an introduction to various techniques designed to challenge your physical instrument as an actor. The course is designed to support your spontaneity, creativity and self-discipline to expand your physical and mental capabilities. It will be divided into two sessions, starting with an introduction into Viewpoints and Suzuki methods, and the exploration into Bouffon.

Text Analysis

The backbone of acting, text analysis, is the first step in the creative process for the actor in terms of how to properly read a script, extract the information and put it into action. A variety of analysis techniques will be covered using both theatrical plays, and film & television scripts.





Voice and Speech 1

Voice work is the physical exploration of how thought and feeling are translated through breath into sound, to form the oral communication link necessary in the craft of acting. Exercises focus on body and breath awareness, stretching and opening, and organic origins of sound. Standard American dialect is introduced, and accent reduction exercises are given to students who require it.

TERM 2

Acting Technique - Methods 1

Acting technique moves forward to intermediate practises of the acting process. Various techniques are selected for use from Meisner, Stanislavski, HB Studio, physical theatre, comedy, farce, etc. and include script analysis, physical and vocal exploration, and other exercises and improvisations. The main material will consist of scenes from contemporary plays, and the emphasis will be on the development of live performance skills. You will learn to adjust a scene for both live performance and on-camera acting techniques.

Acting Technique - Methods - On Camera 2

Continued studies in acting on camera will build on skills developed in term 1, and will cover intermediate skills in acting for film and television media. You will learn to stretch your emotional and character range, and be challenged to take more risk with your work. Various scene assignments are chosen to challenge each individual student, and as always, professional work habits will be established as norms with all work recorded, viewed and critiqued.

Physical Training 2

Further training techniques are introduced, designed to challenge the actors' physical instrument. Like Physical Training 1, it is designed to continue supporting your spontaneity, creativity and self-discipline to expand your physical and mental capabilities.

Singing for the Actor

This course builds on the voice skills developed in term 1, and introduces you to voice through singing. Exercises in developing emotional connection to song lyrics is explored and developed, and the use of Solfege teaches you how to warm up your voices and tune your ears. Microphone work adds another dimension to your singing abilities and exploration of technique.

Special Project - Short Film 1

In this special group project, you will explore specific aspects of the creation of artistic work for film and television, specifically on a short film. All work will be recorded, viewed and critiqued.

Voice and Speech 2

This course builds on voice and speech course work from term 1, and your experience of the strength, health, and power of vocal communication in both live and on-camera performance acting technique classes. You will gain further understanding of voice work at an intermediate level, with further development in using standard American accent with text and accent reduction.

TERM 3

Acting Technique - Methods 2

Intermediate practise of the acting process is continued for further study of the various techniques explored in term 2. The main material will consist of scenes from contemporary plays, and the emphasis will be on the development of live performance skills.

Acting Technique - Methods - On Camera 3

This course will build on skills developed in terms 1 and 2, and cover advanced skills in acting for film and television media. You will be individually challenged with various scripts to advance your skills to a professional level, with all work recorded, viewed and critiqued.

Acting Technique - Methods - Shakespeare

You will be introduced to the work of Shakespeare, applying concepts and exercises to the rehearsal and performance of monologues and/or scenes. The course explores Shakespeare's language from the actor's point of view, and by extension, the acting challenges of language driven scripts. The focus will be on dealing with the challenges of exploring text out of your general comfort zone.



William B Davis - Actor/Director and program founder. Known for his role as The Smoking Man on The X-Files.



Actors' Toolkit - Headshots 2

This course, in collaboration with VanArts' photography department, focuses on additional creation of at least two headshots as part of the development of the actor's toolkit. The two headshots will meet entry-level industry standards, and reveal two different looks, or personalities.

Physical Training 3

This "movement" class will utilize a variety of more challenging techniques, including fighting for film and television. Safety and precision are paramount, as well as an understanding of camera angles, shooting styles, and an ability to adapt when direction is given. The class will culminate in a piece of fight choreography to be filmed for critique and review.

Rehearsal Project

This group project involves the study of acting technique through the rehearsal of a complete play, with the support of a director. You will be encouraged to explore yourself as an instrument, and to engage deeply in your work towards a degree of mastery. A high degree of self-motivation is expected in the completion of homework and extra rehearsals that are not scheduled by the director. An invited audience will view the final rehearsal.

Special Project - Short Film 2

The second short film project gives you the opportunity to work with industry professionals, and work both as performers and on various crew tasks. The director will simulate the environment of an independent professional shoot, and the course will culminate in a finished short film of 10-20 minutes in length. As a group you will work with and learn from outside artists from the professional industry such as writers, filmmakers and a director of photography.

Voice and Speech 3

Term 3 coursework in voice and speech builds on previous terms including vocal communication, standard American accent with text, accent reduction, body and breath awareness, stretching and opening, and organic origins of sound at an advanced level.

TERM 4

Acting Technique - Methods - Audition Technique

Students will focus on the development of the skills necessary for acting auditions. You will develop cold reads, film and television auditions, review the "actor's tools" such as resumés and head shots, explore various audition situations, be exposed to professionals in the industry and perform prepared auditions. You will have guest lecturers and audition workshops from various instructors, including actors, talent agents, directors and casting directors.

Acting Technique - Methods - On Camera 4

This course encompasses everything learned to date in terms 1, 2 and 3, bringing a more advanced level approach to the work. Each script will be worked as though you have the part and are on set, challenging you to a professional level.

Actors' Toolkit - Resumes, Demo Reels, and Business Plans

This course covers all aspects of preparing you for the business of acting, including how the business works, and preparing a resume and demo reel. You will explore your individual strengths in order to best utilize them.

Performance Project

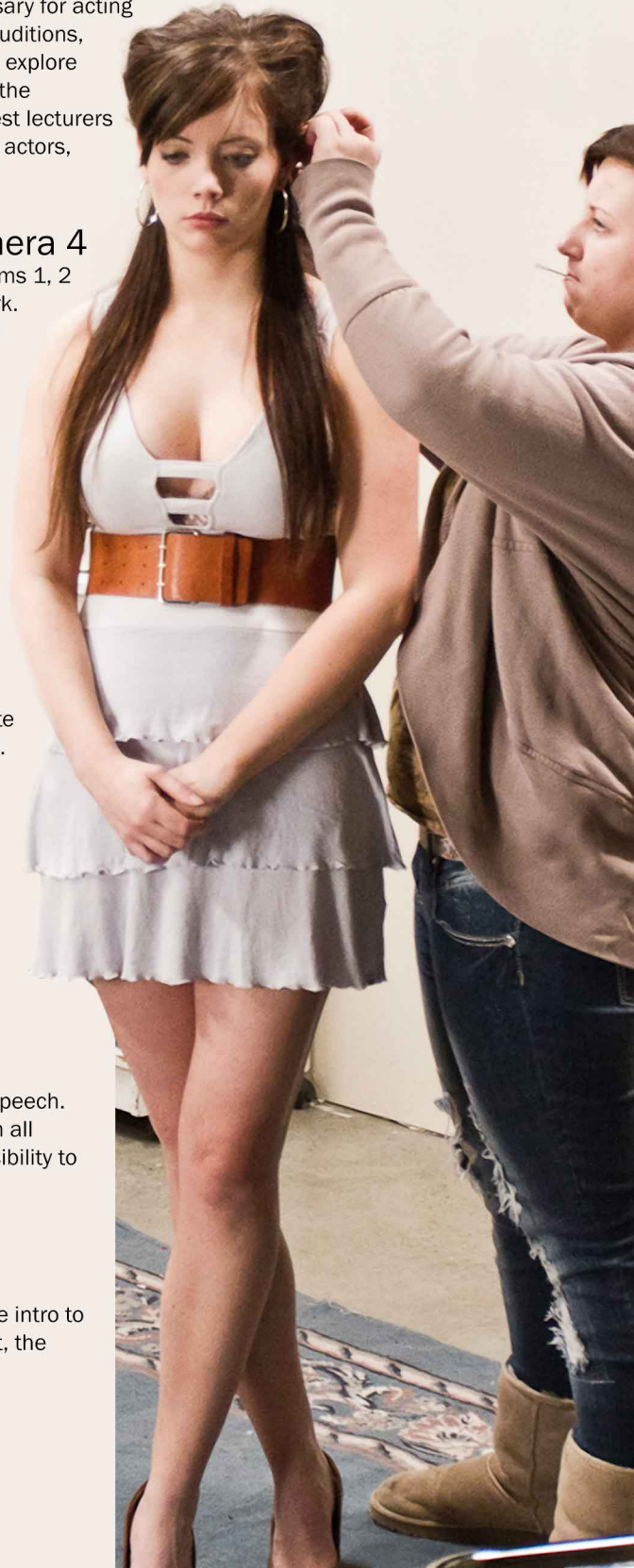
This project is the study of acting technique through the rehearsal, production and public performance of a complete play with the support of a director, designer and technician. It will be structured as a co-operative live performance company, and you are expected to sign a contract of commitment. The performance project culminates in a series of public performances at a local theatre. You will participate both as actors and as heads of self-chosen departments such as publicity, costumes, ticket sales and sound design. As a group you will perform four times over three days to a paying public, and invited industry professionals.

Voice and Speech 4

Term 4 course work builds on terms 1, 2 and 3 voice and speech. Using breath and voice work consistently and confidently in all aspects of your work, the emphasis is now on your responsibility to be vocally and physically prepared for all assignments at a professional level.

Voice-Over 2

In voice-over part 2, we expand on what was explored in the intro to voice-over course. By using a more finely honed instrument, the exploration results in an intro voice-over demo.



“I would not be where I am today without the exceptional education and guidance I received from the William Davis Centre. It is a place that is more than a learning centre. It is a community of talented actors and teachers who create an atmosphere that is challenging yet familiar. Whether you are looking for a place to start or somewhere to continue to hone your skills, I would unreservedly recommend the William Davis Centre at VanArts.”

”

Aaron Douglas,
The Bridge, Battlestar Galactica



BROADCASTING FOR RADIO & TELEVISION



PROGRAM OVERVIEW

This one-year diploma program will give you a chance to live out your dreams of having your own show and gain hands-on experience with all aspects of production; from writing and producing to presentation. Using radio as a training platform allows you to hone your craft daily, as you are on the air from the very first day of class. Instructional work within an active radio station in the morning or afternoon frees you up to spend time on research and networking within the broadcast industry. You will graduate with over 700 hours of real-world experience in broadcasting, ready to hit the ground running.

Term 1.1: Light Adult Contemporary - Radio Station Profile

If you've ever really listened closely to the radio, this term will give you a chance to profile a terrestrial radio station in a 'market' of your choosing. You will develop a better understanding of how a radio station operates and how it serves a community; then you will present your observations and constructive criticism with the group. Specific lecture focus is also given to news basics and mechanics, the advantages of radio advertising over other mediums, and creative copywriting fundamentals. Plus, Columbia Academy at VanArts' online/closed-circuit radio station changes format every half-term giving you a chance to work with a different demographic audience. This term, welcome to Sky FM – Vancouver's Light Favourites.

Term 1.2: Oldies - News and Sports Writing

Before you can say it, you have to write it! Broadcast news and sports needs to be current, concise and creative. In this term you are a reporter filing multiple versions of the same story. This project illustrates that there is more than one way to share a news/sports/entertainment piece. Specific focus is also given to voice-over work, job interviews, and the future of radio and social media. On-air, you will help take your audience back in time through your station Boss Radio – Oldies 102: Killer Hits from the 50s, 60s, and 70s.

Term 2.1: Modern Rock - Demos, Resumes and Cover Letters

This term is all about you. Your demo is your #1 tool for landing that broadcast job of your dreams. It's an audio representation of who you are and what you are capable of doing. If employers can't hear you, they can't hire you! Therefore, your project is to create a winning personality demo (along with resume and cover letter) showcasing your talents, desires and abilities. Specific focus is given to specialty broadcast shows, home studios, and sports play-by-play. Your station this term is BC102 – BC's Best Rock!

Term 2.2: Student Choice - Promotions and Contests

One of the 'easiest' ways to get your foot-in-the-door at a radio station, especially in a medium or large market, is to work with the promotions department. For this term's project, you are the promotions director and you need to invent, produce and present a creative way to give away a major prize. Specific focus is given to powerful news writing, killer blog posts and improving listener calls. As for your radio station this term, you have the choice to repeat one of your favourite station formats or create a brand new radio station from the ground up.

Term 3.1: Country - Morning Show Critique

Morning shows at terrestrial radio stations are the anchor of any broadcast company's ship. Listeners love them because they are typically more informative and entertaining than any other show, and advertisers love them because there are more people to hear their commercials. You will critique a morning show of your choice and present your constructive findings to the group in a creative and memorable way. Broadcast terminology, breaking news and small market radio are the focus. You can dust off your boots for our radio station this term; Coast Country 102.5 The Ranch.

Term 3.2: Classic Rock - Talk Shows and Podcasts

Everybody's got something to say, but it's what you say and how you say it that gets you heard. Your term-project gives you a chance to share what you are most passionate about. You will research, write and produce a concise, compelling opening for a talk show or podcast designed to provoke reaction and promote conversation. Sports writing, 'what to do if you lose your job', and broadcast sales tips are also covered. On-air, it's time for The Stones, Queen and Led Zeppelin. Your station is V103 - Vancouver's Classic Rock



Term 4.1: Contemporary Hit Radio - Demos, Resumes & Cover Letters

It cannot be stressed enough how important your demo is. Potential employers need to hear that you are not only capable of shining as a personality, but that you can do the 'on-air basics' too. This term, you are charged with updating your demo, resume and cover letter using these tools to continue networking in the industry and start applying for your dream job. Also covered are commercial campaigns, creating characters and writing lead lines. The music in this term's format flips to 102.5 KISS FM – Vancouver's Hit Music Station.

Term 4.2: Student Choice - Reviews

Word of mouth is one of the most powerful forms of communication. Depending on what a critic or your best friend has to say, you may or may not go to see that new film tonight. Your project is to write and produce a critical, balanced review of a pop culture event or item of your choosing: movies, TV shows, music, concerts, books, special events, even restaurants! An emphasis is given to creating podcasts, the role of a Music Director and growing your career. And once again, it's dealer's choice when it comes to this term's radio station. You can revisit one of your favourite formats from past terms or build a brand new station catering to a specific demographic of your choosing.



Television Module

You will take Television in addition to Radio for one half-term before the end of the program. The TV portion teaches you the 'how to work in front of the lens' while giving you the opportunity to hone your writing and interview abilities. You will discover how to work with a teleprompter, what it's like to do a 'stand-up' in a public setting, and what it takes to execute and produce a feature interview. Hierarchy of a newsroom, voice-overs and re-asks, and the anatomy of a TV news story are also covered. In the end you will have a strong television demo that displays your ability to relate to the camera and share information in a strong professional manner.

vanarts[®]

VANCOUVER INSTITUTE
of MEDIA ARTS

LOVE WHAT YOU DO



Acting
Animation
Broadcasting
Game Art
Photography
Visual Effects
Web Development

ONE-YEAR
PROFESSIONAL
DEGREE PATHWAY

George Stroumboulopoulos - Canadian television & radio personality

“It was the best decision of my life to study with Columbia Academy at VanArts. I gained so much hands-on experience in the program from heading up a radio station every day, which is the best way to learn. I am now working in my first on-air position with 610 CHTM in Thompson, Manitoba, co-hosting/producing the morning show and heading up the promotions department.”

Jessie Storm,
Broadcasting Graduate



DIGITAL PHOTOGRAPHY

PROGRAM OVERVIEW

Our intensive one-year diploma program in Digital Photography is designed to help you master the artistic, technical and business practices for all areas of the professional photography industry, including consumer, commercial, editorial and fine art. VanArts offers both practical hands-on experience and specific business development tools, which is one of many qualities that make us unique. You will use top-of-the-line lighting equipment in a professional studio environment, and will be trained by experienced working photographers. You will also receive your own MacBook Pro with the latest Adobe Creative Suite, all geared up and ready to launch into a career you will love.

TERM 1

Basic Digital Workflow

Digital image workflow is at the forefront of the professional photographer's mind when dealing with thousands of images. This course is designed to arm you with the knowledge, skills and resources required to develop a personalized digital imaging workflow that will streamline post-processing and increase productivity. Through hands-on workshops and demos, you will gain confidence and skill using various software tools such as Time Machine, Adobe Bridge and Adobe Photoshop Lightroom. Discussions will also include a variety of back-up and data management topics to protect your all-important images.

Computer Literacy

This one-day seminar is an intensive introduction to the hardware platform, operating system and software programs you will be using throughout the program and continuing into your photographic careers. You will learn file types, folder management, how to move data and practical applications for these concepts, plus we will introduce the concept of a paperless classroom and FTP uploading. At the end of the course, you will come away with a greater understanding of computers, be able to use them to streamline workflow, and will have greater confidence in your ability to problem-solve when faced with inevitable technical glitches.

Form & Content

At the heart of all great photographs are ideas. How well these ideas are conceived and what impact they will have on the viewer, are the result of the photographer's ability to control the creative process. This course is designed through lectures, videos, documentaries, field trips and shooting assignments to give you guidelines for total image control in effective photographic composition and design.



History of Vision

This course is designed to introduce you to the history of visual language from prehistoric times to the contemporary. The development of art and photography's place in it will be explored through examination of past photographers and their bodies of work, all leading up to what photography is today, providing a context for your own personal development. Photography is an evolving medium, and by knowing where it came from you will gain perspective on where it is going, and how you might position yourself into the history of seeing.

Introduction to Lighting

A broad spectrum of lighting styles, techniques and tools will be covered, and you will explore the differences between onboard flash units, studio strobe, hot lights and ambient light in both lecture demonstrations and in practical workshops, both in the studio and on location. You will get hands-on experience using studio lights and light modifiers while working with still life and live subjects, to create images employing a variety of classic and contemporary lighting styles.

Nude & Figure Photography

The nude has been a dominant theme in art from the beginning of time. This course is designed to develop an understanding of the human form, both as fine art and as personal expression through photography. Through examination and experimentation, you will be exposed to several different styles including studio workshops with models. Equipment choices, lighting styles, backgrounds, working with props, working with multiple models, compositional choices and themes will all be covered.

Painting with Light

Light painting is essentially improvised time-lapse photography with an experimental flare, whereby the photographer executes their own concept and applies it to editorial, fine art, stock, product, fashion, wedding and food photography. Film industry applications for this technique are endless for movie stills and art direction, as well as marketing aesthetics. You will learn to light paint a subject using flash and flashlight sources with gels. Light sources will include LED lights, dollar-store flashlights, MEC or Canadian Tire flashlights and home-made lighting sources.

Photo Fundamentals

This technical course is designed to help you develop a working knowledge and basic understanding of digital cameras and the theory of photography, along with hands-on-practise and instructor feedback. A brief review of our DP 101 course introduction to exposure tools, white balance, ISO, digital noise, metering methods, exposure challenges and depth of field brings all of your classmates up to speed. The main course content will cover the use of motion, depth of field, flash and night photography. You are expected to bring your cameras to every class.





Photoshop Basics

Students are provided with the fundamental skills necessary to work with Adobe Photoshop. These skills will include installing and setting up the work space, opening and saving files, file formats, colour profiles, use of the tools and their functions, image adjustment of brightness, contrast and colour, layers and layer adjustments, composite imaging and outputting the image to print and web.

Portfolio Group Critique

These critique sessions bring senior and junior students together into specialized groups. Consumer, commercial, editorial and fine art sessions give you the opportunity to have your self-assigned portfolio work critiqued by your peers and lead instructors. This session is also an opportunity for targeted discussion about business, creative and ethical considerations for specific areas of specialization.

Working with People Seminar

Here you will be introduced to the dynamics of working with a team of people in producing a shoot. Guest speakers, demos and lectures will cover the basic considerations to take into account when working with models, actors or other subjects, agents and make-up artists. Topics will include industry expectations, legal considerations, model releases, deliverables, TFP and where to look for a team.

Open Studio Sessions

Blocks of class time that go unscheduled are opportunities for extra practise as we open the studio to you as a photographer. You can experiment with what you have learned, try something you have heard about, or catch up on assignments during this free work period.

TERM 2

Black & White Long Exposure - Capture to Print

This course will teach you how to make stunning black-and-white images using a variety of techniques, including long-exposures of 15+ minutes. Through exercises in the classroom and in the field, you will refine your photographic vision and learn how to see in black and white. We'll also discuss output options as your instructor demonstrates and coaches you through hands-on post-processing and printing techniques.

Family & Child Photography

Portrait photography of children and families for the consumer market, sits in a unique niche in the pantheon of photographic specialties. Creating portraits where the subject is the client and the client is a “non-professional-buyer” presents challenges that you will learn to overcome. You will get the opportunity to master techniques in posing, lighting and expressions, and will be introduced to the nuances of marketing and selling family portraits.

Industrial Photography

Industrial photography includes such areas as agricultural, engineering, mining, robotics, forestry and much more. Through in-class discussions and workshops out on location, this course examines opportunities in this field as well as practical considerations such as safety and camera gear, planning for an industrial shoot, budgeting considerations and client relations.

Intermediate Lighting

Light is the foundation of every photograph. Understanding how to evaluate, create and manipulate light to fulfill the photographer’s creative vision is paramount to being a professional. The ability to control light for creating or re-creating specific and intentional effects is one of the most important factors that separate the pros from the amateurs. In this technical course, you will refine your knowledge and understanding of lighting equipment, principles, techniques and styles.

Photojournalism & Visual Storytelling 1

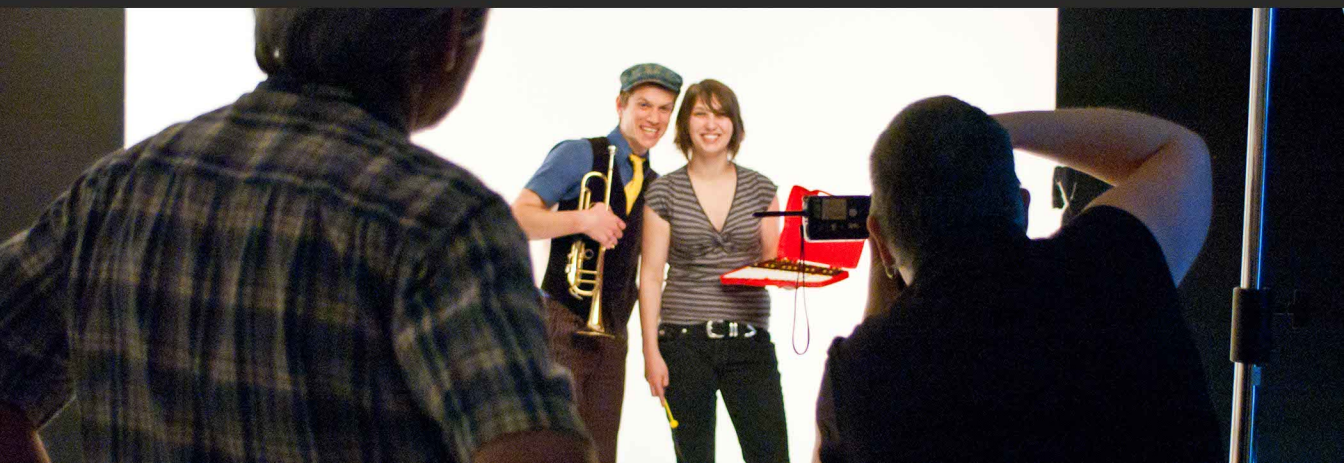
Storytelling is an essential skill for a photographer to develop. Being able to create a narrative using imagery is a powerful skill that transcends traditional photojournalism and touches many other fields of photography, from commercial advertising, fashion and weddings to family portraiture and beyond. This course is an introduction to photojournalism and will touch on documentary photography, location lighting, sports, news, features, business aspects and the photo essay.

Photoshop 2

Here you will learn how to edit, retouch, process, output and present your images using the latest version of Photoshop. The course will focus on improving and advancing your post-production skills by further exploring the different adjustment layers, selection tools and layer masking options, plus creating panoramic images using automations, some basic compositing techniques, retouching skin and using filters.

Portfolio Group Critique

These critique sessions bring senior and junior students together into specialized groups. Consumer, commercial, editorial and fine art sessions give you the opportunity to have your self-assigned portfolio work critiqued by your peers and lead instructors. This session is also an opportunity for targeted discussion about business, creative and ethical considerations for specific areas of specialization.



Product Photography

This technical course introduces you to commercial product photography, making extensive use of hands-on shooting exercises in the studio. You will learn about various lighting styles and techniques for achieving the visual impact of product photography as seen in advertisements. You will employ light modifiers, studio strobes, painting with light and different backgrounds to produce professional quality product shots. Post-production techniques as well as business “tricks of the trade” will also be discussed.



Joe McNally - world renowned photographer

Street Photography

In this course, the techniques of traditional and contemporary street photography practice are covered: use of natural, available and existing light in real environments and weather conditions, how to approach strangers in your photographs, how to make yourself invisible to take candid photographs, how to get the who, what, where and when in your picture, learning your legal grounds, and discussion on the ethical issues of this type of photography.

Visual Language

This course is constructed on the premise that photography is a form of visual communication. Over twelve classes you will explore the process of visual messaging in photography and other art forms. Integrating the academic as well as practical viewpoints, the goal will be to understand the works of great photographers within the context of visual language. We will also look into models of communication and comprehension, and apply them to the work that you create in response to assignments.

Web Development - Basics

This is an intensive, hands-on course that combines theory with standard web development techniques and available online templates. The course covers everything necessary to create and maintain an image gallery website using the most accepted standards on the internet. Emphasis will be placed on design and compatibility, including colour, style and content. It will continue into term 3 as a workshop where you can apply the skills learned towards building and polishing your website.

Wedding Photography

Wedding photography is about telling the story of this very important day in a couple's life. Here you will learn about the business, skills, equipment and creative techniques for photographing weddings. The schedule of events in a typical wedding will be reviewed with unique suggestions and problem solving options for each segment of the day. Video presentations, samples, workshops, demonstrations and hands-on practise will be combined with independent research and assignments to create a comprehensive overview of this very lucrative area of consumer photography.





TERM 3

Action & Sports Photography

Capturing motion is a photography skill that applies to multiple areas in the field. This course will provide you with information about the different areas of work in sports photography and will teach you a basic set of skills to shoot all kinds of dynamic action. Concepts such as camera, flash and lens choices will be covered, and you will work with athletes to learn and practise how to anticipate peak action while creating strong compositions.

Advanced Lighting and Production

This technical course is designed to elevate your understanding of advanced lighting and production techniques, preparing you for high-end professional work as a photographer or assistant. You will learn the process behind producing your own portraits and how to achieve your desired look when working with people (ranging from experienced models to camera-shy CEOs). At the end of this course, you should begin to have confidence in your ability to deliver an image that would satisfy the needs of an editorial client, and feel comfortable on-set in a commercial scenario as an assistant.

Architectural Photography

Through workshops, in-class critiques, collaborative assignments and demonstrations, you will be guided in the processes of shooting buildings inside and out. Technical concerns, working with clients, pre and post-production considerations are among the many topics covered, enabling you to shoot material with portfolio potential.

Fashion Photography

Fashion photography is a collaborative endeavor, marrying the creative visions of art directors, photographers and stylists for clothing and accessories, hair and make-up. This workshop-based course explores the process of creating a concept and seeing it through to final product. Utilizing the talents of Vancouver's top fashion photographers and shooting a variety of clothing, models and aesthetics, you will be introduced to the wide variety of styles in the fashion industry. Discussions on networking, building a team, working with models, retouching, agencies, industry trends and marketing will also be covered.

Food & Beverage Photography

Bring your appetites to this course designed to teach the intricacies behind the specialized field of food photography. You will learn about style development, lighting and handling of food & beverage with tips, tricks and techniques in food styling shared and demystified along with anecdotes from the industry. Lectures, demos and workshops demonstrate and teach the professional perspective in handling food & beverage for a variety of clients and applications.



Intro to Portfolio Development

Intro to portfolio development is a starting-off point for the intensive class in term 4 which is designed to arm you with the knowledge, skills and materials needed to get your portfolio ready to help launch your business.

Intro to Business Development

This course is a precursor to the intensive class in term 4 which is designed to equip you with the knowledge, skills and materials needed to get your business off the ground.

Photojournalism & Visual Storytelling 2

Storytelling is an essential skill for a photographer to develop. Being able to create a narrative using imagery is a powerful skill that transcends traditional photojournalism and touches many other fields of photography; from commercial advertising, fashion and weddings to family portraiture and beyond. This course, continuing onward from term 2, provides further introduction to photojournalism and will touch on documentary photography, location lighting, sports, news, features, business aspects and the photo essay.

Photoshop 3

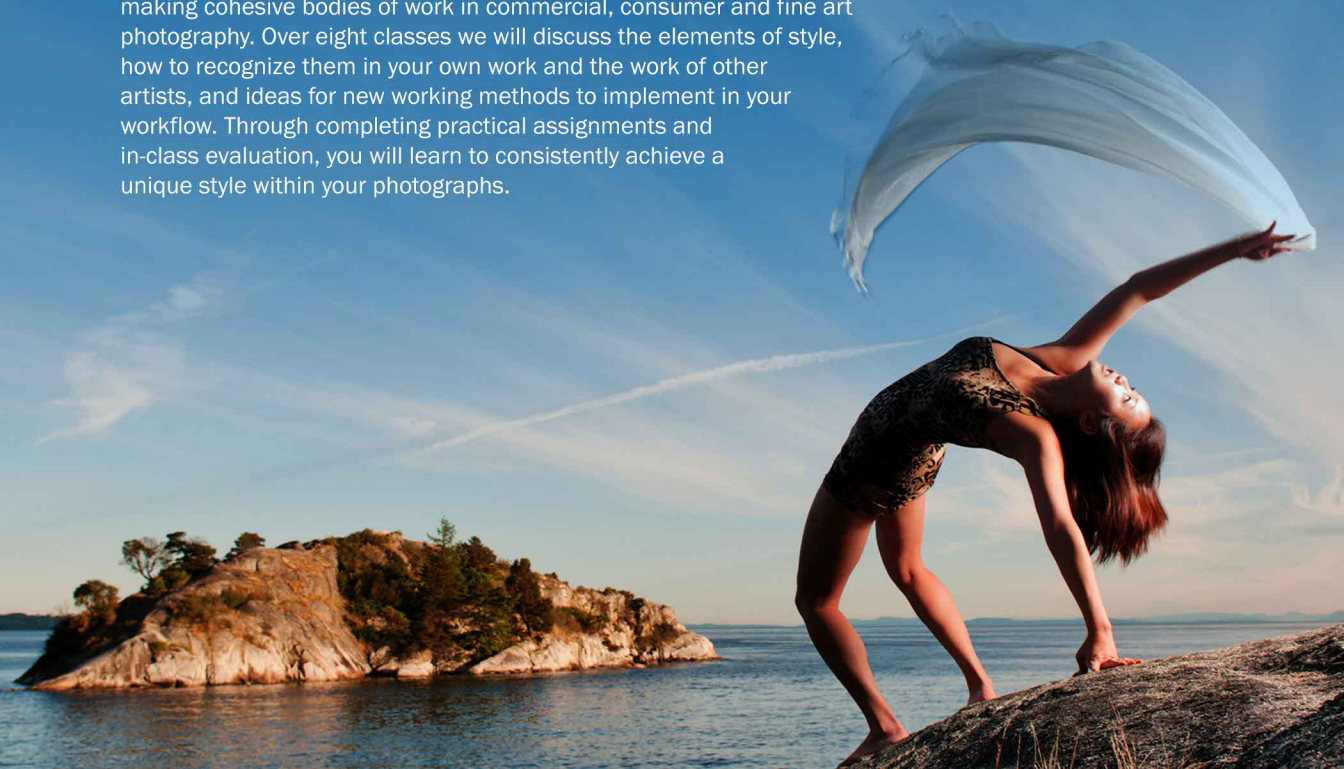
In term 3 of the Photoshop course, you will learn to process and retouch images specific to this term's course material as well as more advanced compositing techniques, HDR and beauty retouching. We will also be introducing the Capture One Pro software as another option for capturing, editing and processing your images.

Portfolio Group Critique

These critique sessions bring senior and junior students together into specialized groups. Consumer, commercial, editorial and fine art sessions give you the opportunity to have your self-assigned portfolio work critiqued by your peers and lead instructors. This session is also an opportunity for targeted discussion about business, creative and ethical considerations for specific areas of specialization.

Style Development

Style is a particular characteristic mode of construction or execution in any work. The process of discovering and refining style is an exciting personal journey that will lead you into making cohesive bodies of work in commercial, consumer and fine art photography. Over eight classes we will discuss the elements of style, how to recognize them in your own work and the work of other artists, and ideas for new working methods to implement in your workflow. Through completing practical assignments and in-class evaluation, you will learn to consistently achieve a unique style within your photographs.



Web Development - Build

The building phase of web development will have you working under the guidance of the instructor to create a website to represent you as a creative professional. Whether building an HTML site from scratch or using one of the many template sites available on the market, you will have the support and advice you need to get your website populated with images, branded and live on the web.

TERM 4

Actor's Headshots

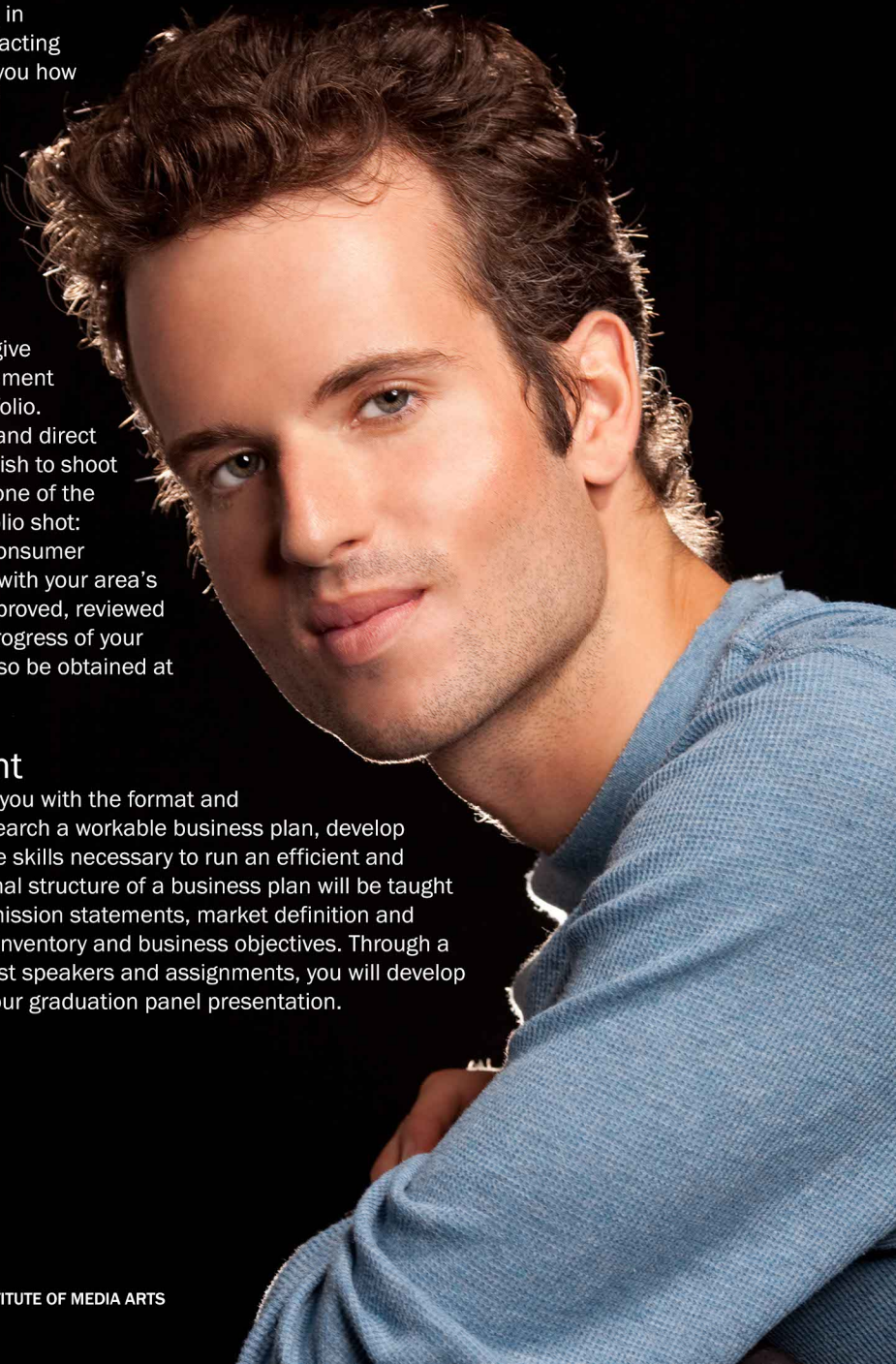
Photographs are one of the most powerful and far-reaching marketing tools. For actors, their headshot is often their first contact with agents, casting directors, directors and producers, and can either make their career or stand in their way. This workshop, in collaboration with students in our acting department, is designed to teach you how acting headshots differ from other forms of portrait photography, what makes a great headshot and how to work with actors to get the shot that will market them as a performer.

Applied Portfolio

The goal of Applied Portfolio is to give you a chance to work on an assignment designed specifically for your portfolio. In order to allow you to specialize and direct your efforts toward the work you wish to shoot after graduation, you can choose one of the following areas to develop a portfolio shot: commercial, editorial, fine art or consumer photography. Working individually with your area's lead instructor, your concept is approved, reviewed and assessed. Feedback on the progress of your business plan and portfolio can also be obtained at this time.

Business Development

This course is intended to provide you with the format and understanding to develop and research a workable business plan, develop a marketing strategy, and learn the skills necessary to run an efficient and knowledgeable business. The formal structure of a business plan will be taught with emphasis on the vision and mission statements, market definition and climate, financial and skills asset inventory and business objectives. Through a series of lectures, workshops, guest speakers and assignments, you will develop a business plan which is part of your graduation panel presentation.



Graphic Design for Photographers

Using hands-on examples in class with contemporary software programs, you will learn about the history, vocabulary and process for creating preliminary logos and marketing materials for their own brand, as well as learn the vernacular required to work effectively with professional graphic designers.

Portfolio Development

What is the purpose behind your portfolio? Who is your target audience? Your portfolio book is your professional calling card. It needs to show impeccable style, technical ability and that you are worth your fees. You must leave an indelible impression, grab your viewers and target clients right off the bat, and involve lots of self-directed work. Your technical execution must be flawless, with good printing, retouching and camera technique as the first qualifiers for images to consider in your book.

Portfolio Group Critique

These critique sessions bring senior and junior students together into specialized groups. Consumer, commercial, editorial and fine art sessions give you the opportunity to have your self-assigned portfolio work critiqued by your peers and lead instructors. This session is also an opportunity for targeted discussion about business, creative and ethical considerations for specific areas of specialization.

Portfolio Review Panel

Your year at VanArts concludes with presenting yourself and your business to our panel of lead instructors. You will present your executive summary, marketing materials, business portfolio and secondary portfolio to the panel. The panel will then discuss your images, branding and preparedness for professional work, and then offer praise and constructive criticism to identify your strengths and areas for improvement, and provide guidance and direction for you upon graduation.



Stock Photography

Topics to be discussed in this course include the history and present state of the stock photography industry, the skill level of pro shooters, contemporary compositional rules and strategies, equipment, copyright, image rights, organization and negotiations as well as how to find customers and market yourself.

Web Development - Finish

These workshop sessions give you the opportunity to fine-tune your website, ensuring your online portfolio is complete, functional and accessible. The instructor is on-hand for intensive one-on-one review and tutoring. In addition, guest speakers may be introduced to elaborate on concepts of social networking and online branding.



“Drawing on training, tips and experience from VanArts, I have shot for billboards, bus wraps, newspapers, websites, marketing materials and the list goes on. I can say without hesitation, I love what I do. Making the decision to get my diploma at VanArts is up there with the greatest decisions of my life.”

Lori Johnson,
Professional Photographer



GAME ART & DESIGN

PROGRAM OVERVIEW

The Game Art & Design diploma program is a hybrid of traditional and digital art. You receive a unique learning experience focused on concept art and creating assets for the film, game and television industries. The program is run like a studio, equipped with state-of-the-art work stations and current industry software. Courses have been designed to prepare artists for work in 3D environments, character modeling, rigging, lighting and texturing. You will learn foundation drawing and sculpting skills in traditional and digital formats, advanced techniques for 3D modeling, mobile game art development, game engine integration, production methods and teamwork skills that are expected from the industry.

TERM 1

3D Fundamentals

3D Fundamentals is a course designed to take you through the process of creating 3D assets suitable for animation. We introduce you to the game art production pipeline starting from a concept, assessing concept designs, planning workflow for asset creation and completing the asset. Topics covered include polygonal modeling, UV texture layout, texturing, rigging, animating and rendering.

Analytical Figure Drawing 1

Analytical figure drawing for game character modeling uses a neo-classical observation base to show students how the human form can be broken down, and understood in terms of character asset creation. Using a series of drawing exercises you will learn to interpret the body in terms of contour, mass, value and planes. This visual vocabulary will then be linked to the Maya modeling vocabulary of splines, geometry, rendering and polygonal faces.

Art Foundation

The objective of this course is to give you an introduction to fundamental principles of the design process, and how it applies to a digital workflow with an emphasis on 3D graphics. This course will also help you develop an artistic eye and help you apply these new skills to your own 3D artwork.

Game Engines 1

This course will teach you the basics of using and creating art for 3D game engines. Using the Unreal Development Kit (UDK) software, you will learn how to create world and game levels inside an engine, with methods and workflows for bringing in content from other software.



High Res Modeling 1

This course introduces you to digital sculpting and how to use modeling programs in conjunction with major 3D applications. Working with ZBrush and other high res modeling applications allows for a high level of precision, and refinement in the models you will create. This level of realism and precision leads to life-like characters ideal for the games industry.

Intro to Mobile Games

Development of mobile games is becoming a hot growth area of the games industry, and this course familiarizes you with the unique considerations and concept planning that goes into producing content for mobile devices. Bringing together graphic design, animation and analysis of successful games through an exercise-based course structure, this is an exciting introduction to a new branch of the industry. You will learn design, the strengths and limitations of the medium, and core concepts of mobile game play.

Photoshop 1

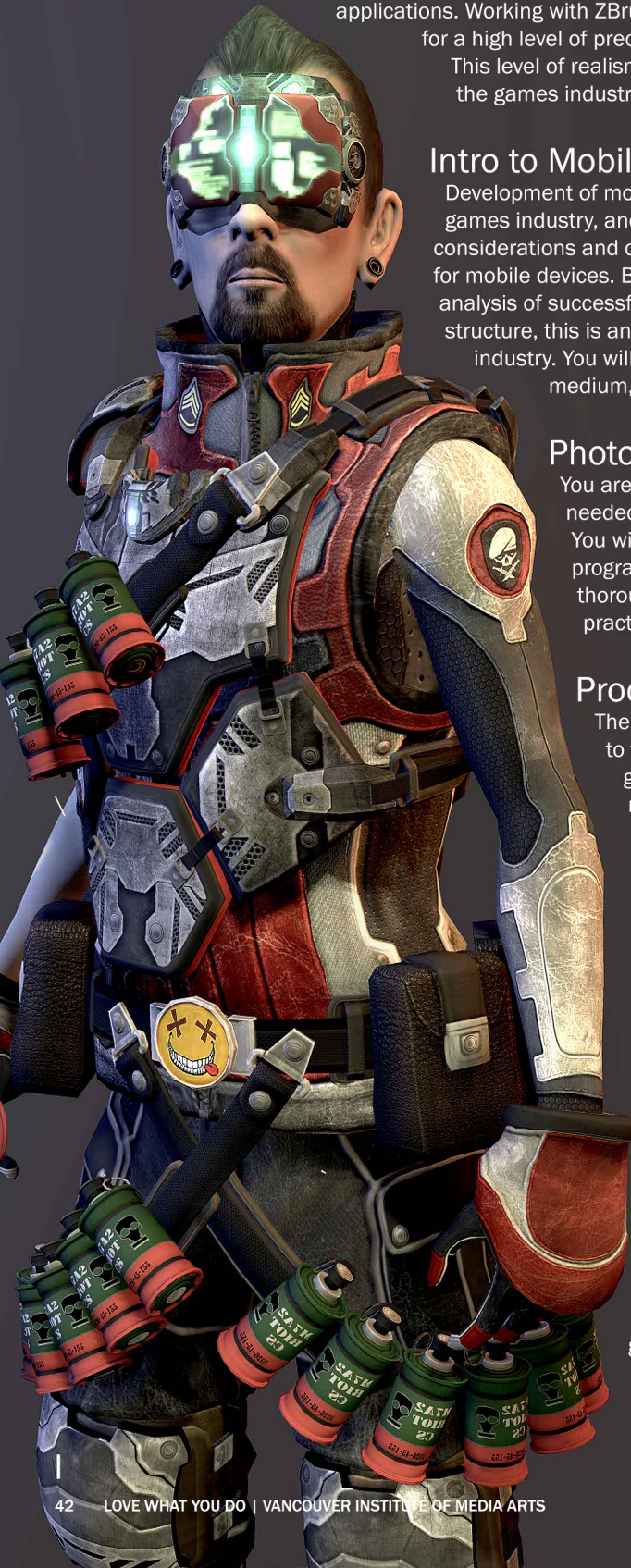
You are introduced to Photoshop and given the skills needed to use it in relation to the 3D production pipeline. You will focus mostly on the features needed to use the program in a professional 3D graphics environment, thoroughly demonstrated by the instructor and put into practical use in class.

Production History & Game Analysis

The history of production of video games is deeply tied to the production of film and television, though the game industry is only about 40 years old. You will research the advancements in computer-generated production methods and how it has affected the industries of film, television and games to become what it is today. Focus will be on the production process, the evolution of these processes, design principles, and the role of computer imagery through the different stages of film, television and game development.

Sculpture 1

This course allows you to take a break from your computer and make physical clay sculptures from human reference. As character modeling is one of the most challenging things to perfect, the skills you acquire modeling the human form will make you a better modeler all around and avoid common mistakes. Subjects will vary from portions of the face to major body parts. By the end of this course, you will have good working knowledge of human anatomy which will greatly benefit you when modeling in 3D with a computer.



TERM 2

3DS MAX 1

This course is designed to introduce students to the interface, tools and workflow of Autodesk's 3DS Max focusing on modeling and texturing game assets. As 3DS Max is a popular 3D software package used by many gaming companies, this course prepares artists to work on 3D environments, character modeling, rigging, lighting and texturing for the industry.

Analytical Figure Drawing 2

You will cover techniques for portrait drawing, as well as the basics of skeletal anatomy which will assist you in creating more believable figure drawings and character designs. You will also be given advanced instruction in Photoshop as it pertains to the entertainment industry.

Character Modeling 1

In this course, you will cover process and best practices in creating a character for real-time game development. Class format will involve feedback given via paint-overs, modeling over your work, etc. Upon completion of the course, you should know the general working knowledge of modeling and texturing a character, and know how to modify the process depending on final output needs.

Concept Development for Mobile Gaming

This is a project-based course where you will be guided in the creation of art for your own unique mobile game. You will learn to develop your own personal visual style, and work to create a complete art asset set for a final mobile game portfolio. Focus will be on creating characters, environments, front-end menus, boot flow screens and HUD within the mobile device.



Digital Concept Art

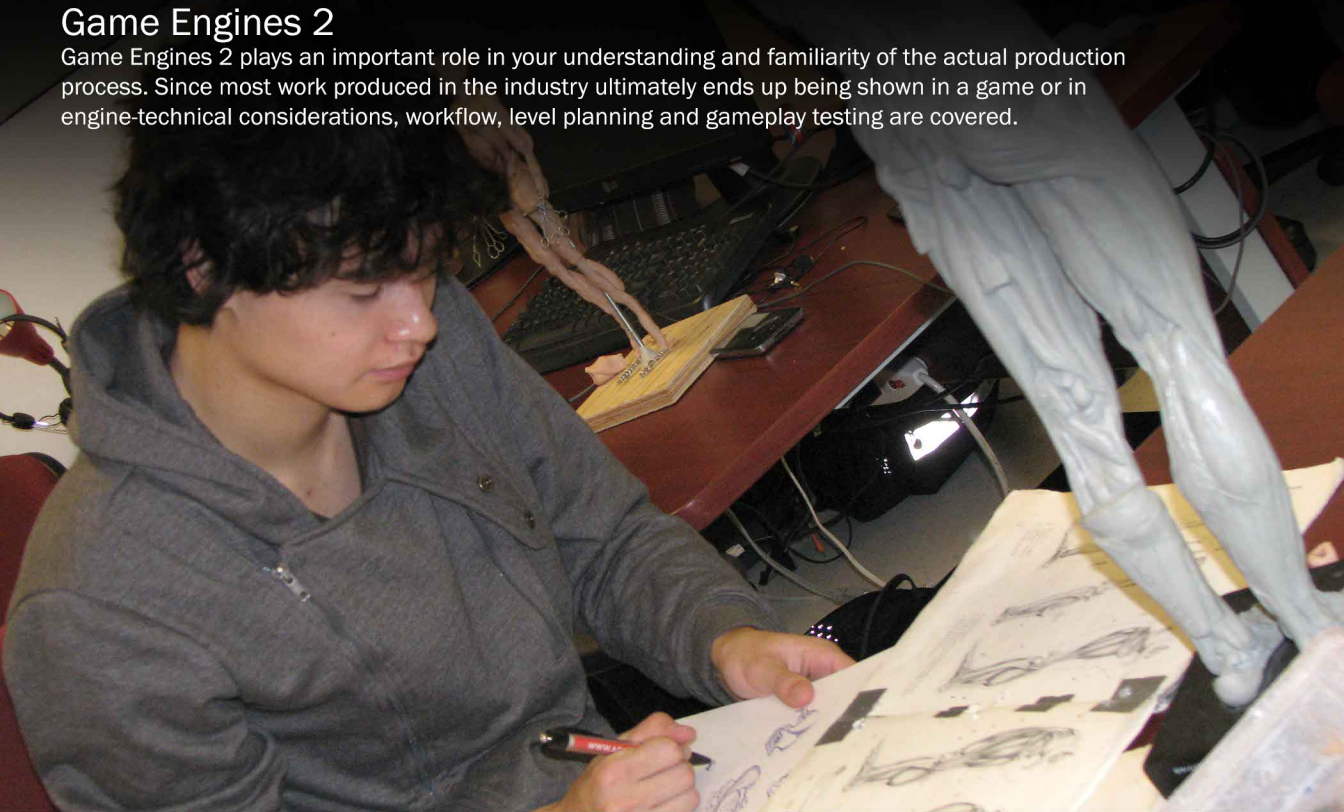
Digital Concept Art 1 will introduce and hone problem solving methods and artistic craftsmanship for presenting visual solutions. This course will be utilizing the capabilities and functionality of Photoshop as a digital instrument to further push the boundaries of executing production designs and illustrations. It consists of demonstrations, in-class discussions/lectures and homework assignments.

Environment Modeling 1

Environments and settings convey the mood and direction in a game. We will discuss fundamental concepts of video game environments and how to design them. All class assignments will be issued and marked based on industry practices and procedures. As examples, the newspaper box project will focus on basic modeling and texturing in Maya and Photoshop. The main alley project will cover deeper topics like complex shaders, detailed geometry, lighting, and making game worlds feel cohesive with the rest of the game's art.

Game Engines 2

Game Engines 2 plays an important role in your understanding and familiarity of the actual production process. Since most work produced in the industry ultimately ends up being shown in a game or in engine-technical considerations, workflow, level planning and gameplay testing are covered.



Hard Surface Modeling 1

Hard Surface Modeling 1 covers smaller models used in environments and character equipment. The prime focus is on analyzing and breaking down the best and most efficient method to generate assets. Hard surface modeling is a valuable skill in creating game components that include multiple surfaces, textures and materials.

High Res Modeling 2

This course delves deeper into the subtleties of sculpting, as an artist would when working with materials such as wood, clay or stone. It expands on the use of various tools and techniques within modeling software, giving you the skills and ability to create dynamic models, props and environments.

Photoshop 2

Advanced techniques in Photoshop will be explored including set extension, advanced texturing and matte painting. Techniques learned in this course are used to create the concept art and textures needed to complete artwork for your final project.

Sculpture 2

We will review the best practices for creating a character for real-time game development, and you will expand upon the skills you began to develop in Sculpture 1. Class format will involve feedback given via paint-overs or modeling over your work.

TERM 3

3DS MAX 2

In this intermediate course, you will develop a comprehensive understanding of asset production using 3DS Max, focusing on various modeling techniques and texturing in addition to rigging, motion capture, lighting, cameras and rendering.

Analytical Figure Drawing 3

This course will continue to cover techniques for portrait drawing and skeletal anatomy. Deeper understanding of anatomy will perpetuate the creation of figure drawings, and character designs that start to come to life.

Art Direction 1 & Concept Development

The objective of this course is to give you an introduction to the goal of art direction. The role of the art director and art department will be discussed and explored through case studies, and the instructor will take on the role of art director to guide you through your projects.

Character Modeling 2

Processes and procedures are further refined for creating a character from Character Modeling 1. The format will involve continued feedback and demo reel projects will begin mid-way through this course.





Digital Concept Art 2

Digital Concept Art for Games will introduce and hone problem solving methods and artistic craftsmanship for presenting visual solutions. This course will be utilizing Photoshop as a digital instrument to further push the boundaries of executing production designs and illustrations. It is strongly geared towards strengthening the creative process through classical art training alongside digital tricks and techniques. This method helps to speed and expand the painting/rendering process, challenging you to push your artistic abilities with experimentation, hard work and diligence.

Environment Modeling 2

You will learn and practice advanced techniques for modeling, texturing and lighting for environments. Static and dynamic assets will be discussed, as well as different kinds of rendering techniques used in the industry. Classes will be a combination of lectures on global environment art topics, as well as personalized one-on-one sessions between student and instructor. The course will complement your own project designs with advance focus on your demo reel.

Game Engines 3

Artistic skills learned and used throughout the Game Art & Design program are applied here, towards creating actual interactive content within game engines, now using Unity as well. You will build your skills by completing usable, interactive projects comparable to what is developed in studio production pipelines.

Hard Surface Modeling 2

Hard Surface Modeling 2 expands on the basics built in term 2, refining your skills in working with hard surfaces. You will learn to apply unique hard surface modeling strategies, since hard surfaces do not typically deform the same as their organic counter parts.

High Res Modeling 3

In this course, the focus is on intuitive modeling for organic and hard surfaces alike, with in-class practise and skill-building leading to final production assets. This is accomplished without the need to leave the modeling environment.

Shading for Games 1

The Shading course covers shader basics such as writing, colour theory, texture integration and procedural shaders. You will learn how to use shaders effectively to achieve realism and/or intended stylization, employing advanced techniques for creating materials like skin, hair or glass. You will gain the ability to apply shading in a production environment upon entering the industry.

Texture Painting 1

You will learn the fundamentals of preparing texture maps, the artwork applied to the surfaces of computer generated models. Textures are used to provide colour, transparency, reflectivity and the final finish on character and environment models in games and animation. Through lectures and exercises, the painting and application of 2D textures from Photoshop, and 3D models from Maya and Houdini is introduced and explored.

TERM 4

3DS MAX 3

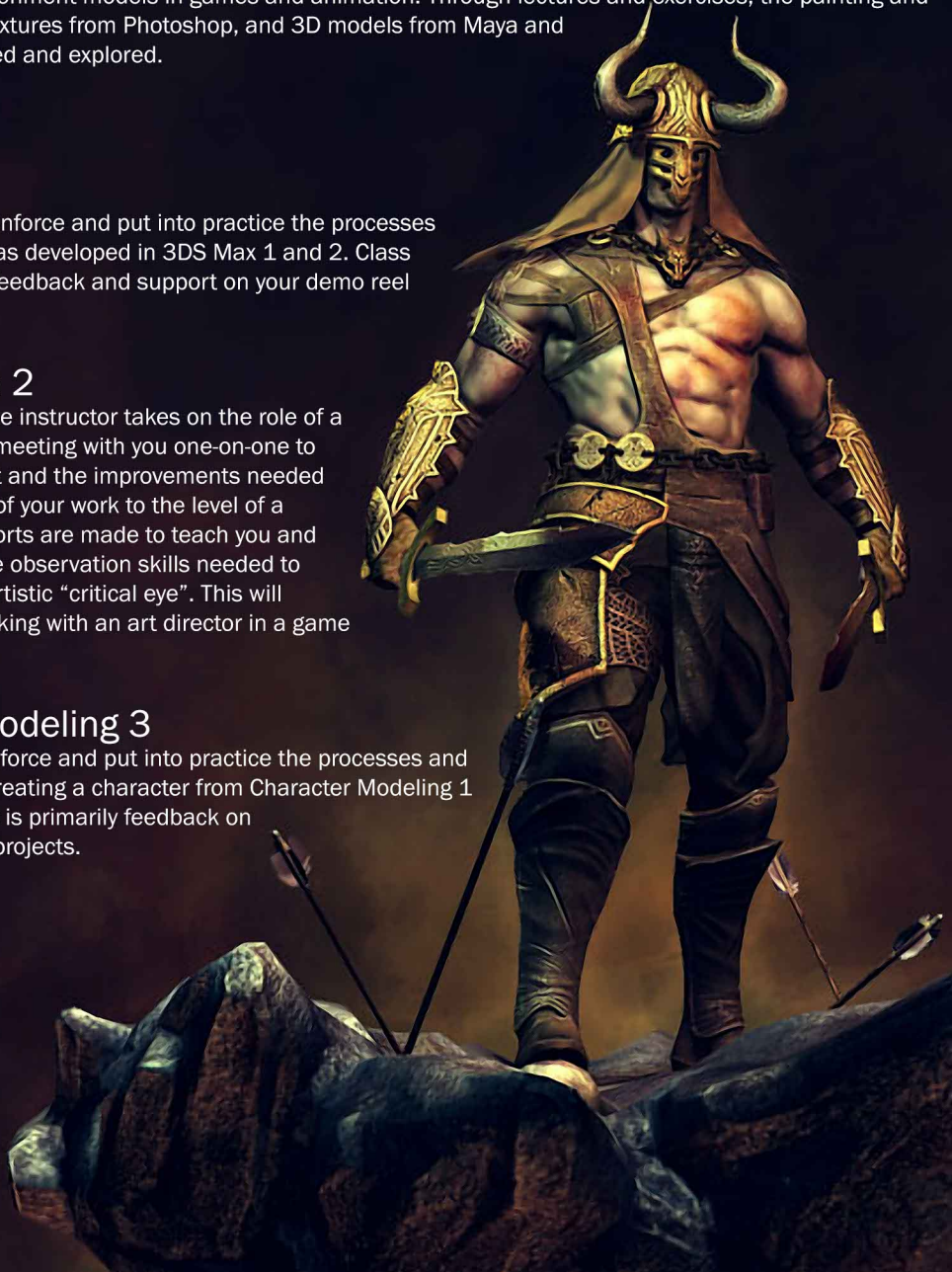
This course will re-enforce and put into practice the processes and best practices as developed in 3DS Max 1 and 2. Class format is primarily feedback and support on your demo reel project.

Art Direction 2

In term 4, the course instructor takes on the role of a studio art director, meeting with you one-on-one to discuss your project and the improvements needed to raise the quality of your work to the level of a professional. All efforts are made to teach you and your classmates the observation skills needed to develop your own artistic "critical eye". This will prepare you for working with an art director in a game studio atmosphere.

Character Modeling 3

This course will reinforce and put into practice the processes and best practices for creating a character from Character Modeling 1 and 2. Class format is primarily feedback on student demo reel projects.







Environment Modeling 3

Continued coverage of advanced techniques for modeling, texturing and lighting for environments is offered in term 4, with small in-class assignments based on lectures given to allow you to practice what you have learned. The course will complement your own project designs and help you focus on your final demo reel.

Game Art Weeklies

Weeklies and dailies play a vital role in the production pipeline at game studios. Weeklies serve the purpose of catching flaws and mistakes that could be very damaging to a project over time if not corrected. During the weeklies, your classmates and instructors will both critique your work in a group setting. You will be expected to take notes and use this information to correct, tweak and perfect your projects. This process not only creates higher quality portfolio pieces for your reel, but also prepares you for the stressful environment that can exist during production "crunch" times.

Hard Surface Modeling 3

During this course, the instructor serves as a mentor guiding you through the production process rather than lecturing on specific content. Class format is primarily feedback on student demo reel projects.

Post-Production Support

This course will assist you in completing your final demo reel and teach you how to assemble and publish work for your intended audiences. Concepts of media delivery will be explained, including audio and video file formats, codecs, physical and online distribution.

Shading for Games 2

By serving as a mentor, you are better prepared to take responsibility and apply the techniques you have learned in the Shading for Games 1 and other courses. You will review the quality of your classmates' work and make enhancements to your own as necessary, using a variety of tools and abilities gathered in previous terms.

Texture Painting 2

Here you will further develop skills in preparing and applying texture maps. Through lectures and exercises, the painting and application of 2D textures from Photoshop, for 3D models from Maya and Houdini is further explored as you ready your final demo reel for industry recruiting.



“VanArts was a great starting point for my career. Not only is it located in the beautiful city of Vancouver, but it was also a great place to meet people from all over the world, build lasting friendships and learn the industry skills I would later need to find a job. The change from being an electrical engineer in Colombia to becoming a concept artist here in Canada has been the best experience so far.”

Fernando Acosta,
Concept Artist on Star Trek & HALO 4



VISUAL EFFECTS FOR FILM & TELEVISION



PROGRAM OVERVIEW

To create great effects for movies, television and games, you need to be an equal measure of visionary artist and problem-solving technician. VanArts' focus in our one-year Visual Effects diploma program is thinking outside the box in a very professional production capacity. You will learn tools for VFX production including 3D stereoscopy, green screen and 2D/3D content creation in Maya, Nuke and Houdini. Advanced techniques and solutions are explored for compositing, modeling, lighting and texturing, using production methods and teamwork skills expected by industry recruiters and VFX supervisors. Instruction and mentoring by the best in the business prepares you for an exciting career as a visual effects artist.

TERM 1

3D Fundamentals

This course will introduce you to the fundamentals of 3D computer graphics. In the first week you are introduced to the standard character animation workflow using prepared CG assets, including a fully shaded and rigged CG puppet. Topics will include keyframing, motion paths and camera animation. Once you have mastered working with the existing assets you will learn to build your own. Proper techniques or “best practices” are emphasized as you learn polygonal modeling, shading, character rigging, animation and rendering.

Art Foundation

Absolutely essential to any VFX artist is a strong understanding of the foundations of art, because all of the technology in the world is meaningless if the shot does not look good at the end of the day. This course will introduce you to the basics of graphic art: color, composition and rhythm. Emphasis will be on developing your artistic skill and critical eye.

Compositing 1

Compositing is the practice of layering and manipulating digital images from different sources, integrating them into new images for the post-production phase of creating visual effects. This course introduces you to the art and science of modern digital compositing. Theoretical issues such as pre-multiplication and color space will be covered in detail, alongside the practical applications like tracking and keying. Upon completion of Compositing 1, you will be able to create node-based composites and perform basic color corrections using Nuke's 2D principles.

Photoshop 1

The creation of 2D assets, whether they are matte paintings to be used as a background for an effects shot, or a texture map to be used on a CG asset, is another essential element of visual effects production. This course will introduce you to the basic technical aspects of Photoshop, the application most commonly used in 2D asset creation including basic tool sets, image resolution and file types. It will also provide you with an introduction to the creative applications of the software.

VFX History

VFX History allows you to explore effects created over multiple generations of blockbuster movies, through an in-depth look at the various technologies which played a role in the evolution of the industry. We will discuss and analyze the effects solutions identified throughout the course including multiple exposures, matte paintings and computer generated imagery, and you will learn to recognize these processes in historical and modern contexts. The material covered throughout the course directly feeds into your final program project, the demo reel.

VFX Production 1

Visual Effects (VFX) production by its nature is a problem solving enterprise, demanding new solutions to constantly increasing production demands. This course is designed to introduce you to the basic tools and techniques of modern visual effects production, but more importantly it is designed to get you thinking like a problem solver. In-class projects take you through the basics of VFX including asset creation, working with photographic plates, match moving, animation and rendering in a production studio environment.



TERM 2

Compositing 2

The field of compositing is an exciting blend of complex scientific issues and routine day-to-day production tasks. Building on the basic skills developed in the first term, Compositing 2 will expand on the theoretical side of the craft, but it will also delve more deeply into the purely practical issues which make up much of a compositor's duties. On the theoretical side, you will be introduced to topics such as shaders and advanced color correction, while on the practical side you will be introduced to common production processes such as camera tracking, rig removal and head replacement.



Concept Development

One of the learning outcomes of the Visual Effects program at VanArts is the production of an effective demo reel which highlights your technical and artistic skills. The goal of the concept development course is to help you get the most out of your demo reel, by developing your artistic eye and identifying your personal strengths. Class time is equally divided between lecture material and one-on-one consultation with the instructor. Lecture time covers detailed shot analysis, building on the skill sets developed in art foundation from term 1, but with a specific eye to applying those skills to your demo reel and career goals.

Houdini 1

An essential element of visual effects production is adaptability and the ability to get the job done, regardless of whether or not it's been done before. Houdini, because of its virtually limitless flexibility is one of the most popular 3D applications in the modern industry. Houdini's procedural or "node based" architecture allows users to create effects that have never been dreamed of before, unhampered by pre-established and restrictive workflows often found in other 3D packages. The course introduces you to the basics of Houdini, including animation, dynamics, rendering and "SOPS", the building blocks of Houdini.

Maya for VFX 1

Maya is the principle 3D application used by the effects industry today because of the breadth and depth of its tool sets, providing VFX artists tremendous power as they tackle the day-to-day requirements of production. Maya for VFX 1, building on the basics covered in 3D fundamentals, explores intermediate Maya tools and techniques such as rigging, ZBrush, and shading/rendering in Mental Ray with a specific focus on VFX production demands.

Photoshop 2

Photoshop is a mainstay of the digital production world covering many aspects of asset creation; from texture painting for 3D assets to matte painting for realistic backgrounds. This class will build on the foundation established in Photoshop 1 with a particular emphasis on developing artistic skills. Advanced techniques covered will include custom macros and an introduction to matte painting.



VFX Production 2

VFX Production 2 introduces you to intermediate production tools and techniques such as photorealistic lighting, dynamics (including particle, rigid body and fluid simulations), and scripting. Particular emphasis will be placed on fundamental dynamics concepts such as mass, inertia, laminar motions and maintaining control within a “chaotic” system. Scripting classes will cover the basics of common CG programming languages such as expressions, variables, looping structures and conditional statements. As new tools and techniques are covered, particular emphasis will be placed on incorporating them into production situations introduced in the previous term.

TERM 3

Compositing 3

Compositing is generally the final step in the visual effects production process. As a result, compositing artists are often called upon to solve problems that have followed shots through their entire production history, with high expectations and tremendous scrutiny being applied to their work. Divided between advanced theory and "tips and tricks", Compositing 3 delves into the tools and techniques compositors need when a deadline is approaching, including "Nuke 3D", adding life to a static shot and "Furnace" tools.

Houdini 2

Of vital importance to any VFX studio is the ability to identify the ideal solution for every production need. As a result, studios will use each package (Houdini, Maya, Nuke) according to its strengths, often combining multiple applications within a single shot. This course addresses the essential production issue of exchanging information and files between packages like Houdini, Maya and Nuke. It also builds on the foundations of Houdini's node-based architecture established in Houdini 1, examining advanced procedural techniques such as fluid dynamics and expressions.

Matte Painting 1

The process of using painted background images to represent environments which would be too expensive if not impossible to actually build, is as old as visual effects itself and is still a vital part of the VFX industry today. Modern digital matte painting expands on the techniques of traditional matte painting to include digital painting, compositing and even 3D geometry to create fantastic vistas which are indistinguishable from reality. This class will focus on the technical and artistic aspects of matte painting including camera projection, color matching and set extension.

Maya for VFX 2

In this course we will explore the advanced tools and techniques that every well-rounded VFX artist needs when using Maya in today's industry. Everything from Maya fur to Mental Ray shaders, advanced rigging, and advanced shading networks will be covered as you delve more deeply into the most popular 3D application in the world today, creating complex assets that will be used in your other classes.



Pre-production

This is the first step in the realization of the demo reel you will have conceived of and developed in the term 2 concept development course. We will focus on pre-production skills including timing and composition to visualize your final project. Writing a treatment, storyboarding and shot breakdowns will also be covered. Finally, a "pre-vis animatic" will be developed using Maya and Premiere to serve as the visual and logistical groundwork for the actual VFX shot.

Shading for VFX 1

This course covers shader basics such as writing, colour theory, texture integration and procedural shaders. You will learn how to use shaders effectively to maximize the realism of any produced effect, and how to reproduce advanced effects such as hair, skin and motion blur. You will develop solid strategies and problem solving tactics for visual effects challenges.

VFX Production 3

You will be thinking abstractly, beyond simple tools and techniques like a professional VFX artist. Lecture material and class assignments are designed to encourage innovation and lateral thinking through the use of logic problems and the unconventional use of existing tools and techniques, such as how texture nodes can be used to drive randomized animation. Advanced topics such as crowd & fluid simulations, procedural modeling and animation are introduced with a particular emphasis on the development of innovative and inventive thinking.

VFX Workshop

This workshop introduces a purely creative environment for purposes of exploring how different effects are produced. Topics are either student generated or based off of current visual effects trends. Effects and techniques are studied in detail to provide you with ideas to solve technical challenges encountered in the industry. You will build on your VFX foundations by examining creative strategies, and increase your flexibility with technologies and techniques to create various visual effects.



TERM 4

Compositing 4

During this course, the faculty member serves as a mentor guiding you through the final touches of perfecting your demo reel. Class format is primarily feedback and one-on-one advice for each student's demo reel project.

Houdini 3

This course will reinforce and put into practise the processes and best practises from Houdini 1 and 2 and integrate skills into your final demo reel. Class format is primarily feedback on student projects.

Matte Painting 2

As all term 4 courses, Matte Painting 2 is dedicated to the development of the student's final demo reel. The instructor is present to answer questions and offer solutions to problems as they come up, mentoring you through the final production process.



Maya for VFX 3

Maya for VFX 3 is dedicated almost exclusively to the development of your final demo reel. Lecture time is kept to a minimum in favor of supervised lab time.

Shading for VFX 2

With mentorship at hand you are better prepared to take responsibility and apply the techniques you have learned in the Shading 1 and other courses. As a class, you will review the quality of your work and make enhancements as necessary using a variety of tools and abilities gathered in previous terms.



VFX Production 4

This course will complement your own project designs and help you focus on your demo reel. The instructor will offer direct feedback and guidance on how to master your final masterpiece.

VFX Weeklies

A standard part of all visual effects studios is the ongoing evaluation of artist work in "dailies" or "weeklies" sessions. In the VFX weeklies class, the entire class assembles in the theatre and each student's work is scrutinized by the head of the visual effects program, with specific "notes" being given to you and your classmates regarding relevant aspects of the work. Your progress both artistic and logistical, is closely monitored by the instructor while comments, questions and suggestions from other members of the class are encouraged.

“Studying at VanArts was the best decision I ever made. I've gone from making silly little videos with friends to working at the company that inspired my fascination with visual effects. I got my job less than a month out of school and just two months later, my work could be seen online and on television. A fantastic feeling! If you're serious about a career in VFX and willing to put in the effort, this is the school for you!”

Madeleine McAllan,
Visual Effects Artist, Image Engine



WEB DEVELOPMENT & INTERACTIVE DESIGN

PROGRAM OVERVIEW

As a leading centre for new digital media, Vancouver is the ideal place to study Web Development and Interactive Design. This one-year diploma program is all about giving you the necessary skills for your career as a web developer or designer. Foundations are laid in HTML, CSS, PHP & MySQL as well as common design tools in Adobe Suite, such as Photoshop and Illustrator. Brand new industry trends are featured including HTML5, CSS3, jQuery, Ajax and responsive design, keeping you in the loop with the latest trends. Industry-experienced instructors allow you to keep your finger on the pulse of new technologies and unique approaches to online business, preparing you for success.

TERM 1

Computer Basics

This course is designed to improve your knowledge of computer usage and basic terminology which will help you in all other courses. You will learn and practise how to organize your files and folders properly for web projects, and will learn what is actually going on behind the scenes when visiting websites in your browsers.

Database Concepts

Databases are an essential component of all websites where user input is to be stored or acted upon. Blogs, forums, message boards as well as any site requiring a user to log in, are built using database concepts. This course introduces you to the fundamentals of database development, including terminology, basic relational theory and manipulation language. In-class exercises are used to develop an understanding of the basic concepts and user ability.

Design Concepts 1

The fundamentals of design and the role of the graphic designer are introduced in this course. Exercises engage you in the design process and creative problem solving. Concepts of colour, composition and typography for web design are thoroughly explored.

Internet Business Concepts

Once you have built a beautiful site with superb functionality and its usability tested and debugged, how will you get people to see it? This course is designed to give a basic introduction on how to promote a website over the internet, and increase its search engine rankings. Current technology integration methods will also be covered.

Introduction to Flash & Illustrator

At an introductory level, this course will help you begin to understand the primary and basic functions of Illustrator and Flash. You will develop a working knowledge of the programs, and foster a comfortable and cognitive relationship with them so you can further explore their potential on your own.

The screenshot displays the Hotel Barcelona website. At the top, the hotel's name and logo are visible, along with contact information: Carrer del Bruc, 33, 08010 Barcelona, Spain, Phone: +34 93 295 28 00, and RESERVATIONS: +1 800 166 4779. A navigation bar includes links for HOME, ACCOMMODATIONS, ACTIVITIES, MEETINGS & EVENTS, SPECIALS, GALLERY, RESERVATIONS, and CONTACT US. Below the navigation is a large image of the hotel's exterior at night. A booking widget is present with fields for CHECK IN (MM/DD/YY), CHECK OUT (MM/DD/YY), ROOMS (1), and ADULTS PER ROOM (1), and a BOOK NOW button. The main content area features an article titled "Blending heritage with contemporary chic, Hotel Barcelona is one of the few hotels offering a luxurt experience in Spain...". The article text describes the hotel's location near the Balearic Sea, its history since 1925, and its amenities, including a fantastic dining experience, tastefully decorated rooms with custom beds, and a swimming pool. The article concludes with a call to action: "Poin non metus vel velit auctor rhoncus. Etiam ante enim, scelerisque sit amet voluupt vitae, congue ac tellus. Donec eget massa a lacus pretium aliquet. Quisque eget augue enim. Maecenas pretium, risus mollis flaccibus molestie, nisi odio sodales augue, a aliquet mauris nulla condimentum lacus."

This screenshot shows the bottom portion of the Hotel Barcelona website. It features the same navigation bar as the previous screenshot, with links for HOME, ACCOMMODATIONS, ACTIVITIES, MEETINGS & EVENTS, SPECIALS, GALLERY, RESERVATIONS, and CONTACT US. Below the navigation bar is a large image of a hotel interior, possibly a lobby or a common area, with a warm, golden light palette.

Photoshop

Adobe Photoshop is the industry standard for image manipulation. We will cover its basics and provide you with the skills to deliver high quality imagery for the web. You will learn to use layers, layer effects, filters, lighting and texture effects, masking and blending, and colour correction techniques. You will also understand Photoshop's role in the web design process and be introduced to an efficient work-flow in designing and preparing web layout designs.

Programming Concepts / PHP 1

This course explores concepts of programming such as loops, decision structures and functions. In the beginning of this course, you will learn about computer data and how it is processed. Following this, you will learn how to plan a program and show its flow by using a flowchart. In the last part of this course, you will learn the basics of PHP syntax and how to code concepts discussed in previous weeks.

Project Management 1

Project Management I is the first in a series of project management courses where you have the opportunity to examine your individual work and evaluate your project progress with a mentor to guide you. Project management in general, acts as a guide for you to bring your work into the real world-wide web, and how your skills and individual focus can serve the industry you are aiming for. Core concepts of project management are covered and used to keep your work on track, and to ensure productivity and pace workload.

XHTML / CSS

In this course, you will learn to translate your visual ideas into a functional, accessible communication tool on the world-wide web. The basic and advanced language of XHTML will be thoroughly explored including style scripts such as Cascading Style Sheets (CSS). The most common application for CSS is to style web pages written in HTML and XHTML, and the language can also be applied to any kind of XML document. You will also gain insight to how HTML and CSS combine in the use of other web design applications for building websites.

4-8 Projects

At each 4-week mark of terms 1, 2 and 3, students participate in the 4-8 Project. These intense one-day development experiences demand that students have the knowledge they require to use the skills taught in preceding weeks and terms. These targeted assignments help the student apply and administer the skills progressively learned over the three terms. Through these projects, integration of different aspects of web design, development and online business concepts such as project management, time management and skills specialization will be applied.



TERM 2

Advanced Photoshop & Illustrator

This course covers advanced digital graphics using the industry standard environment of Illustrator, Photoshop and Fireworks. Through hands-on practise, demonstrations, in-class assignments, projects and critiques, you will explore a variety of graphic design techniques engaged in cross-software image creation. You will be able to expand your computer graphics skills, which will be required in more advanced web design processes. As a result, you have an opportunity to populate your portfolio with digital and print works.

CSS 2

HTML5 and CSS3 structure are introduced, and you will explore how to format and build a website using advanced CSS techniques to optimize the use of style sheets. Topics include different shorthand properties to minimize the CSS file size, formatting a web page for the printer, and how to manage layouts for larger sites. Skills are developed in CSS for site-wide control and flexibility with the power to control all aspects of the page design.

Database Basics

The understanding of database theory is extended, and you will be introduced to the database environment with an understanding of key terminology. The basic theory and logic of relational data is explained with key emphasis on informational integrity. Focus is given to basic data manipulation language; SELECT, INSERT, UPDATE, DELETE statements, creating databases and tables, joining multiple tables, etc. Structured Query Language is introduced to enable your ability to program input and output of information into the database.



Design Concepts 2

Skills learned in Design Concepts I takes your ability to a more advanced level in the concepts of design specifically for web application. You will learn advanced research skills, web design processes and creative problem solving techniques. In-class exercises and assignments will give students a chance to practise advanced research skills, improve their web design process and creative problem solving techniques.

Javascript

This course introduces the JavaScript programming language, which is coded into websites to build interactive designs and dynamic content. Course materials covered include syntax and basic coding, and move on to building dynamic and user-interacted applications. At the end of this course, you will also learn about jQuery and how it has changed JavaScript development in recent years. In-class exercises and assignments are used to develop the skills which will enable you to design websites including content such as slideshows, triggered events and form validation.

PHP 2

PHP and MySQL are two of the most popular open-source technologies to emerge during the past decade. PHP is a powerful language for writing server-side web applications, and MySQL is the world's most popular open source database. Together, these two technologies provide you with a powerful platform for building database-driven web applications. This hands-on course teaches you everything you need to successfully build data-driven websites using PHP and MySQL.

Project Management 2

Here you are introduced to a variety of advanced tools for managing successful website projects. The focus is on advanced site mapping and wire framing, client management techniques, timelines, outsourcing and dealing with difficult clients. You will have weekly check-ins with the instructor on the progress of your projects. This project management training course aims to develop the range of business and interpersonal skills and techniques required to manage today's industry IT projects.

SEO & Internet Marketing

You will begin to further develop and understand online marketing, business strategies and gain a solid understanding of SEO, which is a cornerstone in online marketing. You will be introduced to a variety of tools and methods for successfully running an online marketing project, and you will be required to implement what you learn in your term client projects.

TERM 3

Advanced Typography & Design

Typography is the backbone of graphic design, and the ability to design effectively with type is essential for the modern web designer. This course surveys the development of type from its origins to current trends in digital typography, specifically for use on the web. You will learn the structure of widely used type-styles and the purpose for which individual typefaces were intended. In-class exercises focus on the mechanics of type-design, visual appropriateness and type legibility.

Interface Planning & Design

This is a project-based course that focuses on implementing the advanced web design concepts and graphic skills you have been acquiring. Through two to three large design projects, you will continue to improve on your existing design skills, and will be able to create more professional-level website layouts.



JQuery & AJAX

This course builds on the introduction to jQuery received in term 2, and is for web developers (or desktop application developers with significant experience in web technologies) who wish to develop the skills needed to apply AJAX technologies to existing web applications. In-class exercises and assignments are designed to develop your skills in jQuery and AJAX, including how to architect and implement new applications that can benefit from the AJAX approach.

PHP 3

You will build on the material covered in PHP I and II, with emphasis on raising the bar for your skills in creating highly customizable and scalable web applications. With the knowledge you gain in this course, you will be able to create items such as a simple shopping cart application, integrate WYSIWYG editors with your projects, use PHP manipulating image files, deal with XML and PDF files, and much more. You will be able to practise some of the most common attacks against web applications, and learn the best precautions against them.

Pre-Business Planning

We will work with you to prepare and brainstorm the ideas for your upcoming personal business, to be built as your main project in term 4. Through research, brainstorming, keyword research, personal meetings with the instructor and more, you will hit the ground running with solid business ideas to implement by the first week of your final term.



Programming Logic

Programming logic provides a foundation for good problem-solving skills focused on web applications programming. Analytical and critical thinking skills are emphasized throughout the course, teaching you how to apply problem solving techniques from simple to complex applications.

Project Management 3

You are given an advanced understanding of the tools and techniques necessary for project management, and the delivery of high quality websites. Emphasis will be placed on your current term 3 projects.

WordPress Development

Currently, more than 16% of the world's websites use WordPress to manage their content. This course introduces the WordPress development environment, and teaches the fundamental skills to develop almost any type of website using this popular platform.

XML

XML is one of the most important tools among internet technologies. Nowadays, XML has a wide range of usage from dynamic websites to databases, and as an important part of creating graphical user interface on mobile phones. You will discover XML language and technologies integrated with it, such as XPath, XSLT, XQuery, XPointer, XLink, etc.

TERM 4

Advanced Web Design

User experience is one of the primary factors in creating a successful website. Visitors to a website decide very quickly whether they will devote any more time to it. If the design doesn't hold their attention and provide a highly usable interface, it is likely they will go elsewhere. This advanced course builds on web design skills developed in previous terms, focusing on giving you the ability to create high quality front-end user experiences.

Application Programming Interface (API)

This course will help you learn how to bring pieces of the web together with library data: Google Maps, Facebook, Flickr library displays, YouTube, etc. You will learn what an API is and what it does, the components of web services, how to build a mash-up, how to work with PHP and how to create web services for your library.

Business Design Workshop

The Business Design Workshop course focuses on your Internet business work, design, and construction to ensure the best possible outcome and application of skills learned in terms 1 to 3. This course runs in tandem with Business for the Internet, but maintains a design focus.

The screenshot displays the Shuttergrad website interface. At the top, there are navigation links: "how it works / photographers / contact / sign up /". The main heading reads "Easily find professional, fresh talent for your upcoming photography project". Below this is a green button labeled "FIND YOUR PHOTOGRAPHER NOW!". On the left, there is a sidebar with a "GRADS" section and a "SIGN UP NOW!" button. The main content area is titled "FEATURED GRADUATES" and lists four individuals with their names, titles, and "view portfolio" links:

- BILL ANDREWS**, VANCOUVER GRADUATE OF VCAD 2011, view portfolio
- Laura Johnson**, VANCOUVER GRADUATE OF VANARTS 2013, view portfolio
- TOM JONES**, VANCOUVER GRADUATE OF VANARTS 2013, view portfolio
- JULIE HADDON**, VANCOUVER GRADUATE OF VANARTS 2013, view portfolio

On the right side of the screenshot, there is a section titled "HOW DOES SHUTTERGRAD WORK?" with a "DONATE" button and a testimonial from Rory K, creator of Shuttergrad.

Business for the Internet

Online business is a major skill-set you will develop, and term 4 is centered on your skill and capacity in this area. You will be responsible for a concept, then building your own income-generating online business, right from planning to design and development.

Content Management Systems (Joomla)

The goal of this course is to teach you how to develop websites through the use of a Content Management System (CMS), using Joomla. You will be instructed on how to build a scalable on-line presence for any creative enterprise – whether it is a small website, online commerce or a large community portal. In-class exercises are designed to expose you to the benefits of developing websites using CMS.

Design for Print with InDesign

Designed to teach you the inner workings of Adobe InDesign, this course offers you a particularly sophisticated set of tools for working collaboratively across multiple platforms, and constructing designs in a modular fashion. You will learn to take advantage of InDesign's unique stylizing capabilities for rich, interactive documents and presentations that can be used to create beautiful outcomes, whether on paper or video.

PHP & CMS Integration

Since open-source Content Management Systems have become so popular, there is an increasing demand to develop plugins and modules for these platforms. To develop modules or plugins for existing systems such as Joomla or Wordpress, and build your own portal or high-end content management system, you must know Object Oriented Programming (OOP). You will be introduced to OOP concepts, begin to write and use PHP code in OOP, and learn how to build some simple modules for Joomla.

Portfolio Development

A professional portfolio is a document, either online or in a printed form providing prospective employers, clients or institutes a look into someone they should hire or add to their team. Your portfolio outlines your skills, goals, experience, growth and achievements, setting you aside from the competing job market. The focus of this course will be to plan, design and complete a comprehensive online website portfolio showcasing your work.

Video for the Web

The world-wide web has evolved from offering static pages to a place where everyone can share their experience through video and sound. This has become a crucial skill for today and tomorrow's web developer. In this course, you will learn how to work with video editing and effects software, and gain valuable insight in the video web delivery process. Learning about YouTube, social networks, screen casting, podcasts, and web marketing, you will develop an understanding of how to integrate video as a medium.

“The web instructors at VanArts know their stuff. Everything they teach us here is cutting edge technology and right at the forefront.”

Adrian Fox-Kirk,
Web Development & Interactive Design Program



NOTES



TAKE THE NEXT STEP

Our Admissions Advisors are here to help you get started with the program that is best suited for your skills and career path. They will answer all of your questions, take you on a school tour, arrange a class audit or have you meet with a department head. Call us today toll-free (North America) at 1-800-396-2787 ext 104 or 604-682-2787 ext. 104 or email admissions@vanarts.com.

LOVE WHAT YOU DO



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