

## Section 11

# Multimedia design

### What is multimedia design?

- Using digital media such as sound, video, animation and graphics to solve a design problem.
- Working in two, three or four dimensions – the fourth dimension is time! For example, computer-generated imagery (CGI).
- A rapidly developing industry – technology is changing all the time.

### What courses are available?

- New media
- Digital media
- Interactive media
- Web design
- Graphic design
- Sound design
- Multimedia
- Animation

### What careers could I go into?

- Designing websites.
- Designing video games.
- Designing graphics for mobile phones.
- Working in interactive publishing.
- Creating computer-generated technical effects for films... and much more!

### Where can I research multimedia design?

- [www.limitedlanguage.org](http://www.limitedlanguage.org) has hundreds of links to other design-related websites.
- [www.rcstudios.com](http://www.rcstudios.com) – a multidisciplinary design studio.
- [www.pentagram.com](http://www.pentagram.com) – a multidisciplinary design studio.
- [www.magmabooks.com](http://www.magmabooks.com) – a London-based bookshop 'for visual junkies'.

### What should be in my portfolio?

- **Examples of drawing and technical drawing skills.**
- **Work demonstrating your technical abilities** in digital media, for example Photoshop, Quark Express, Vectorworks, Imovie and Premier 5. But remember, tutors are really interested in students with ideas because technology is useless without them!
- **Audio work** you've done recorded on MiniDisk or on an iPod.
- **Stills, storyboards, print-outs and so on.** Tutors might not have time to watch a video or look at a website so if you have any work on CD or on a laptop, print it out and display it in your portfolio. Make sure any print-outs or photographs are good quality.

### What else could I do?

**Graphic design:** see also section 9 – Graphic design.

**3-D design:** see also section 10 – 3-D design.

**Fine art:** see also section 7 – Fine art.

**Apple Mac computer at London College of Communication**

**This is section 11 of 11 sections.**

**For the full set of sections, please visit our website at [www.arts.ac.uk](http://www.arts.ac.uk)**

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