

**Head of School**

Paul Del Bravo

**Course Director**

Stephen Partridge

# Electronic Imaging

**Course Duration**

One academic year (3 terms) full-time.

**Introduction**

Over the next few years television will undergo a series of radical changes. Firstly, the increase in the number of broadcasting stations will demand a greater amount of programme making and consequently a wider range of productions. Secondly, the development of new techniques will require people to work in television who can demonstrate an ability not only to operate equipment but can to devise and carry out creative functions. Thirdly, this expansion in professional opportunities will only be available to those who have undergone a type of training that anticipates new directions that the industry might take. Fourthly, the potential diversity enabled by the change in technology, will make it possible for artists and designers to participate more fully in what must be regarded as the most powerful medium of our age.

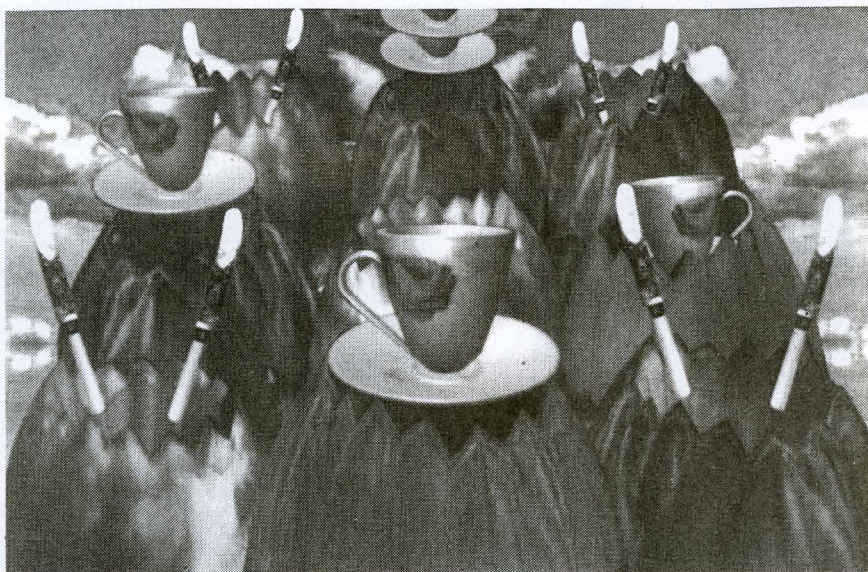
**Course Profile and Prospects**

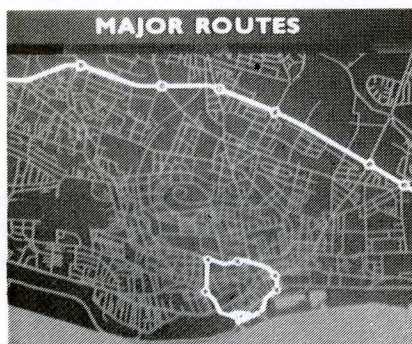
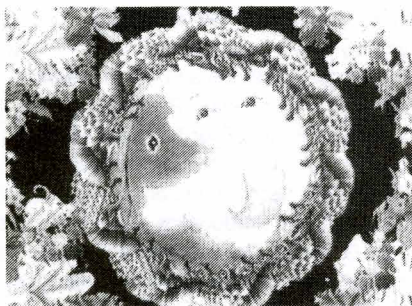
The Postgraduate Diploma in Electronic Imaging was introduced to address this challenge and has already established itself as the principal course of its kind in Europe. Graduates are actively sought for employment by a large number of broadcast, corporate and independent production companies. Recently this has included Channel Four Television, BBC Television, the Independent Television Companies, facility companies such as Scope Picture Productions, Picardy Pictures, Telly Graphics, Complete Video, Imagic, and a wide range of other video organisations. Students continually find the highest possible profile by exhibiting their work at festivals and in galleries all over the world. This has included events in San Francisco, Paris, The Hague, Moscow, London and other centres. Equally, work is frequently broadcast and selected for screening at a variety of symposia and conferences.

Some of the most recent successes include winning the BBC2 'First Bite' competition for animation; the production and broadcasting of a series of 10 minute programmes for BBC2 entitled 'Not Necessarily'; gaining 'highly commended' citations in the Benson & Hedges Gold Awards; winning the Computer Graphics Award 1991; winning the Royal Television Society's Student Programme Award in 1990 and 1991, and the Thomson Award 1991; winning Student Awards at the BP Expo in 1990 and 1991.

**Course Structure and Content**

The course of study can best be described as a professional training scheme which blends a high degree of technical instruction with a complementary diet of creative applications. This means that participants are asked to combine and integrate two normally polarised activities, at least as far as current television practice is concerned, namely, operational competence and artistic capacity. The means by which this is achieved are varied but can be indicated in the following three ways.





1 Teaching based on 'state of the art' equipment where actual operation is linked to the application of techniques in consort with the generation of ideas and production values.

2 Learning enabled by the processes of high technology where operational approaches are streamlined to allow more emphasis upon artistic methods.

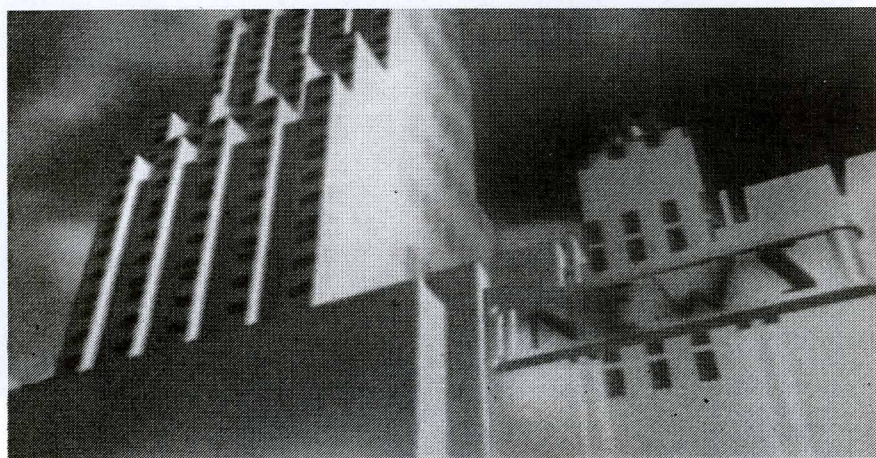
3 Production geared to commercial standards where professional criteria are utilised to support innovatory departures in image making.

All participants are taught the principles and practices of emerging video technique and are trained to use analogue and digital systems for both audio and video purposes. Additionally, the applications of such fundamental techniques as camera origination, editing, animation and graphic design are used in conjunction with the more sophisticated areas of special effects and computer imaging. These operational concerns are backed up by a programme of traditional production approaches which includes the disciplines of scriptwriting, visual composition, sound and music, management techniques and budgeting.

Participants enjoy broadcasting secondments whilst on course and are given the opportunity to engage in live projects, visits, festivals, conferences and other modes of production and presentation. As the course received sponsorship from the television industry, students have an additional benefit in being able to offset their own production costs against external funding. This financial mechanism is discretionary but normally helps all students at some point during the academic year. It is further augmented by income derived through live projects.

#### Facilities

In terms of resources the School can claim to have some of the best of their kind in the United Kingdom, and can further claim to be equipped on a par with most professional facilities houses. Around a basic facility of eight edit suites, each one dedicated to a specific type of operation, there are additional work areas that include a number of digital paint systems (including Quantel Paintbox), computer animation workstations (including Symbolics and Pluto), a television studio, a word processing laboratory, administration and archives. The department also has full digital sound facilities, a range of PSC equipment, lighting, supportive systems and replay resources.



The staff of the department are fully qualified to teach the subject and can demonstrate significant professional experience. They are supported by an enthusiastic and expert technical team and also by a range of part time staff whose main occupations lie within the television industry itself.

The course is unique in Great Britain and so, therefore, are the opportunities that it affords.

#### Entry Requirements

The course is open to all applicants who can demonstrate the necessary technical and creative capabilities. A good first degree or equivalent qualification is normally a prerequisite though the Course Committee has discretion to accept persons who have extensive practical experience as opposed to an academic background.

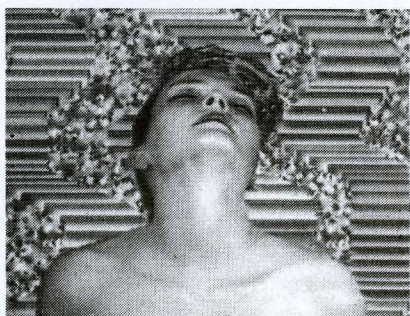
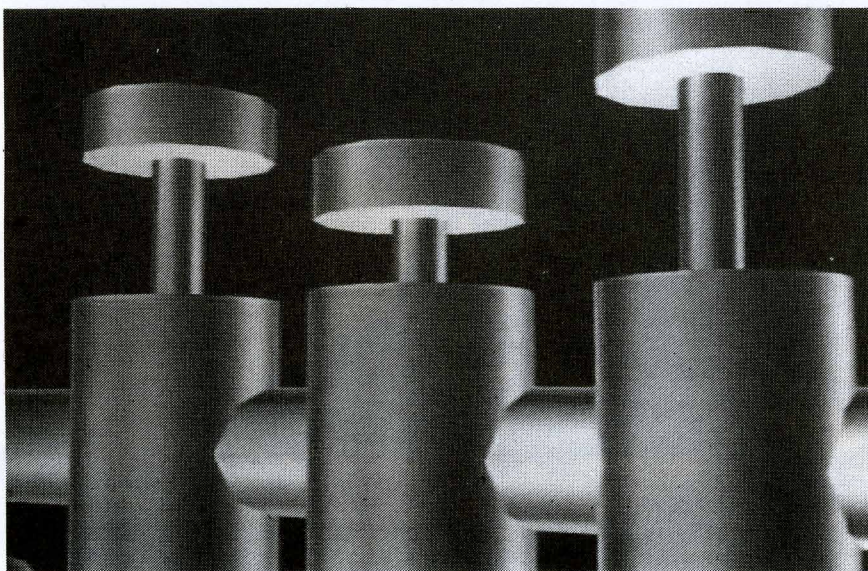
#### Admissions

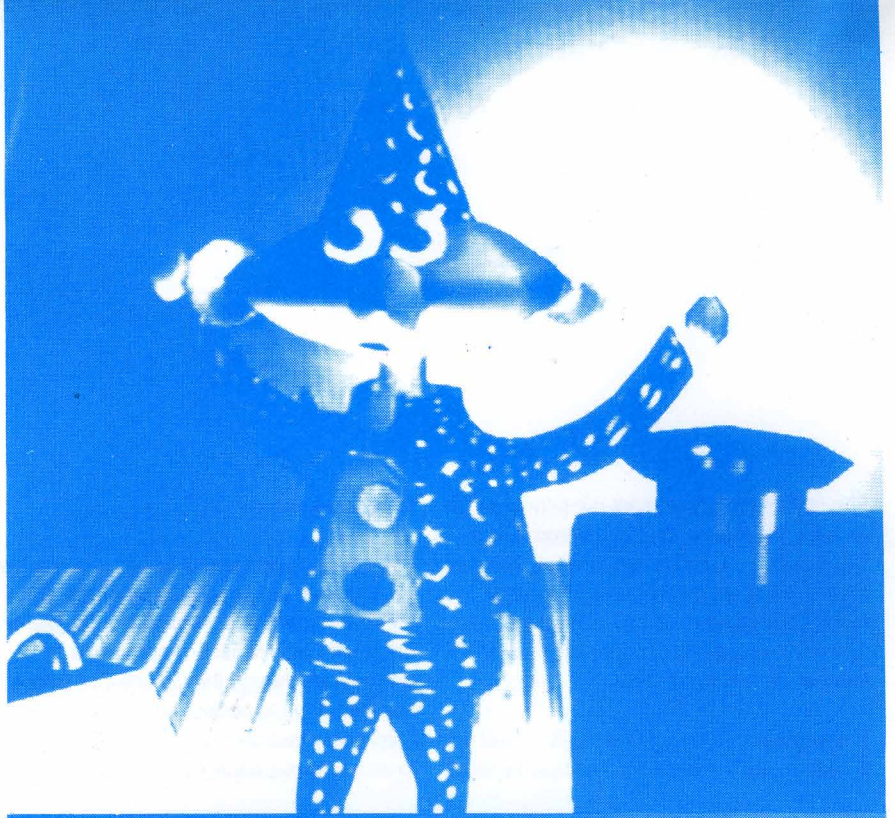
Applications usually close at the end of March with interviews taking place up to the end of May for those shortlisted. The offers of places are sent out at the beginning of June and the course commences at the end of September. Applicants who are given reserve offers are informed immediately in the event of a place on the course becoming available.

Application forms are available from, and when completed should be returned to :

The Assistant Registrar  
Duncan of Jordanstone College of Art  
Perth Road  
Dundee DD1 4HT  
Tel 0382 23261  
Fax 0382 27304

The course has a generous quota of grants from the Scottish Office Education Department for Scottish domiciled students. Successful applicants will be advised about procedures for securing these grants. Students in England and Wales should apply to their local education authorities, and in Northern Ireland to the Northern Ireland Department of Education. Scottish Enterprise (Tayside) awards may be available under the High Technology National Training programme for students registered as unemployed.





**'Marvin and the Rabbit'**

Winner of Computer Graphics Award 1991