COURSE SYLLABUS

LAST REVIEW   Spring 2021

COURSE TITLE   Multimedia Production

COURSE NUMBER   AUDI 0230

DIVISION   Arts, Communications, and Humanities

DEPARTMENT   AUDI

CIP CODE   10.0203

CREDIT HOURS   3.00

CONTACT HOURS/WEEK Class: 3.00   Lab: X   Clinical: X

PREREQUISITES   AUDI0110 with a grade C or above.

COURSE PLACEMENT   Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION
Students will learn the skills necessary to produce multimedia promotional materials. Digital video cameras, camera techniques, specialist lighting and blue-screen video techniques will be studied. Students will film a video project that will be edited using industry specific non-linear digital video editing software, and dissemination format authoring software. Students will also use world-wide-web authoring software to create web-sites containing sound, graphics, and video files.

KANSAS SYSTEMWIDE TRANSFER: AUDI0230
The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

PROGRAM ALIGNMENT
This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit: https://kansasregents.org/workforce_development/program-alignment

General Education Learning Outcome
☐ Basic Skills for Communication
☐ Mathematics
☐ Humanities
☐ Natural and Physical Sciences
☐ Social and Behavioral Sciences

Institutional Learning Outcomes
☐ Communication
☐ Computation and Financial Literacy
☐ Critical Reasoning
☐ Technology and Information Literacy
☐ Community and Civic Responsibility
☐ Personal and Interpersonal Skills

TEXTBOOKS
http://kckccbookstore.com/

METHODS OF INSTRUCTION
A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE
I. Multimedia
      A. What is it?
      B. What is it used for?
      C. Multimedia hardware
      D. Multimedia software
II. The Internet
      A. History
      B. Email
      C. World Wide Web
      D. File Transfer Protocol
III. Web-site Authoring
      A. HTML
      B. Web-site authoring software
      C. Graphics file formats
      D. Scanning
      E. Image editing software
      F. Uploading
IV. Video
      A. Video recording formats

B. Lighting techniques
C. Using a video camera
D. Transferring video to a computer editing system
E. Digital video file formats
F. Editing digital video
G. Importing audio files
H. Audio/video sync
I. Compiling video footage
J. Adding transitions
K. Add titles and text graphics
L. Troubleshooting software problems
M. Rendering video files for different dissemination format types
N. Authoring DVD-Video discs

COURSE LEARNING OUTCOMES AND COMPETENCIES
Upon successful completion of this course, the student will:
A. The learner will be able to discuss aspects of multimedia and how it impacts life around us.
B. The learner will be able to distinguish various aspects of the Internet and their various functions.
C. The learner will be able to create Web pages using various industry specific authoring methods and software packages.
D. The learner will be able to create a promotional video using a professional industry standard non-linear digital video editing system.

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ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES
Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES
Student Handbook
https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf

College Catalog
https://www.kckcc.edu/academics/catalog/index.html

College Policies and Statements
https://www.kckcc.edu/about/policies-statements/index.html

Accessibility and Accommodations
https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html.