COURSE SYLLABUS

LAST REVIEW   Spring 2021

COURSE TITLE   Graphic Design: Multi-Media and Web II

COURSE NUMBER   DIGI 0177

DIVISION   Arts, Communications, and Humanities

DEPARTMENT   DIGI

CIP CODE   10.0303

CREDIT HOURS   3.00

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

PREREQUISITES   DIGI 0176, Graphic Design: Multi-Media and Web 1

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 acquire an advanced knowledge of the design and development of multimedia interactive interfaces and production of graphic images for those interfaces. A variety of software programs will be utilized in the production of still images and animations, including video editing.   The production of interactive multimedia projects for student's professional portfolios will be emphasized.

KANSAS SYSTEMWIDE TRANSFER: DIGI0177

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.   Review of Multimedia Types.
         A. CD- ROM and multimedia delivery
         B. Interface types
         C. Project design
II.   Understanding Production Platforms
         A. Production of multimedia for Macintosh and PC/ Windows
         B. Output in cross platform formats
III.   Advanced Tools
         A. Text editing and OCR tools
         B. Painting and drawing tools
         C. Image editing tools
         D. Sound editing tools
         E. Animation, Video and Digital Movie tools
IV.   Multimedia Authoring Tools
         A.   Card and page based authoring tools using Director 8.5
         B.   Time based tools using Final Cut Pro
         F. Linking Multimedia objects and actions
         G. Office suites and presentation tools

V. Images
    A. Planning and organization
    B. Bitmaps and vector drawing
    C. Computerized color, and creating color palettes
    D. File compression
VI. Animations
    A. Principles of animation
    B. Animation file formats
    C. Animation techniques in video and still images
VII. Video
    A. Broadcast video standards
    B. Integrating computers and television
    C. Shooting and editing video
    D. Lighting, croma key and blue vs. green screen
    C. Composition
    D. Recording formats
    E. Nonlinear editing
    F. Video compression
VIII. Advanced Designing and Production of User Interfaces
    A. Project planning
    B. Designing the project structure
    C. Interface types and interaction with project structure
    D. Producing the interface mock up
IX. Interactivity Testing
    A. Alpha and beta testing
    B. Delivery on CD-ROM

COURSE LEARNING OUTCOMES AND COMPETENCIES
Upon successful completion of this course, the student will:
    A. Design Multimedia and Interactive Interfaces
    B. Produce multimedia for Macintosh and PC/Windows
    C. Use Advanced Editing Tools
    D. Use Multimedia Authoring Tools
    E. Create images for multimedia
    F. Create Animations for multimedia
    G. Create Video for multimedia
    H. Design and Produce User Interfaces
    I. Test multimedia

COURSE COMPETENCIES:

Design Multimedia and Interactive Interfaces
1. The student will produce multimedia on CD- ROM
2. The student will create various interface types
3. The student will design multimedia projects

Produce multimedia for Macintosh and PC/ Windows
4. The student will produce multimedia projects for Macintosh and PC/ Windows platforms
5. The student will output in cross platform formats

Use Advanced Editing Tools
6. The student will use text editing and OCR tools
7. The student will use painting and drawing tools
8. The student will use image-editing tools
9. The student will use Sound-editing tools
10. The student will create animations, Videos and Digital Movies

Use Multimedia Authoring Tools
11. The student will use card and page based authoring tools using Director 8.5
12. The student will use time based tools such as Final Cut Pro
13. The student will link multimedia objects and actions
14. The student will use office suites and presentation tools

Create Images for multimedia
15. The student will plan and organize image sequences for multimedia
16. The student will create bitmaps, and vector images
17. The student will create computerized color, and create color palettes

Create Animations for multimedia
18. The student will create Animation file formats
19. The student will create Animation techniques in video and still images

Create Video for multimedia
20. The student will be able to define broadcast video standards
21. The student will integrate computers and television
22. The student will Shoot and edit video
23. The student will use lighting, croma key and blue vs. green screen
24. The student will use composition principles
25. The student will use various Recording formats
26. The student will use nonlinear editing
27. The student will use various video compressions

Design and Produce User Interfaces

28. The student will plan a multimedia project
29. The student will Design the project structure
30. The student will integrate interface types and interactivity with project structure
31. The student will Produce the interface mock up

Test multimedia
32. The student will perform Alpha and beta testing
33. The student will deliver multimedia project on CD-ROM

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.