

## **COURSE SYLLABUS**

<b>LAST REVIEW</b>	Fall 2022
<b>COURSE TITLE</b>	Introduction to Multimedia
<b>COURSE NUMBER</b>	MMVP 110
<b>DIVISION</b>	Career and Technical Education
<b>DEPARTMENT</b>	MMVP
<b>CIP CODE</b>	24.0101
<b>CREDIT HOURS</b>	3
<b>CREDIT HOUR BREAKDOWN</b>	Class: 1      Lab: 4
<b>PREREQUISITES</b>	<b>None</b>
<b>COREQUISITES</b>	<b>None</b>

### **COURSE DESCRIPTION**

This Course Emphasizes Entry-Level Skills Assessment and Development. Classroom and Lab Procedures Are Defined and Explained. The fundamentals of multimedia will be studied from definition to implementation process including the elements of multimedia, authoring programs, presentation programs, development and design, management and distribution as well as web based implementation and CD delivery of multimedia content.

### **PROGRAM LEARNING OUTCOMES**

1. The student will define the hardware and interactive requirements that comprise multimedia
2. The student will compare and contrast technical developments in multimedia and their impact on society
3. The student will create digital audio, digital still images and video images that exemplify the elements and principles of professional level asset acquisition
4. The student will edit original digital content including audio, video and still images
5. The student will create original content by applying the elements and principles of aesthetics and design
6. The student will demonstrate the ethical use of video, audio and copyright law to their creation of media.
7. The student will evaluate the time, scope and medium requirements of multiple projects and create a plan that will result in the on-time completion
8. The student will analyze the scope and medium requirements of multimedia projects, project a completion date and submit the finished work by that date

### **TEXTBOOKS**

<http://kckccbookstore.com/>

### **METHOD 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. Overview of Multimedia**

- A. Define multimedia
- B. Explore multimedia on the Web
- C. Study the growth of multimedia
- D. Examine educational applications
- E. Examine entertainment applications
- F. Examine business applications
- G. Understand multimedia computer playback systems
- H. Understand multimedia computer development systems

### **II. Multimedia Elements**

- A. Text in multimedia applications
- B. Text on the Web
- C. Software for text
- D. Graphics in multimedia applications
- E. Graphic image file sizes
- F. Software for graphics
- G. Sources of graphic images
- H. Graphics on the Web
- I. The components of sound
- J. Sound on the Web
- K. 2-D animation
- L. 3-D animation
- M. Animation on the Web
- N. Video compression and video editing
- O. Video on the Web

### **III. Multimedia Authoring Programs**

- A. Slide Show programs
- B. Card and book metaphor programs
- C. Icon based programs
- D. Time based programs
- E. Programming languages
- F. Scripting languages
- G. Web based multimedia development programs

### **IV. Development and Design of Multimedia Titles**

- A. Planning the title
- B. Creation and testing
- C. Multimedia design guidelines
- D. Designing interactivity
- E. Interactive design guidelines
- F. Design multimedia for the Web

### **V. Management and Distribution of Multimedia Titles**

- A. Awarding development
- B. Outsourcing
- C. Project management

- D. Careers in multimedia
- E. Mass market distribution
- F. Online distribution

## **VI. Other Topics**

- A. Case Studies
- B. Multimedia and the Web
- C. Macromedia Director

## **COURSE LEARNING OUTCOMES AND COMPETENCIES**

Upon successful completion of this course, the student will:

### **A. Define multimedia, its growth, applications, software and hardware requirements.**

1. Define multimedia
2. Identify key indicators of growth in multimedia
3. Identify categories of multimedia titles
4. Identify components of a multimedia computer playback and development systems

### **B. Demonstrate appropriate use and selection of multimedia elements.**

5. Identify font families, formats and font sets and guidelines for their appropriate use.
6. Identify the types and sources of graphics used in multimedia
7. Identify common graphic file formats
8. Calculate image file sizes for graphics
9. Evaluate the impact of copyright law on multimedia
10. Define key terms used in multimedia sound
11. Identify the components of sound and audio compression
12. Analyze sound/audio delivery through the web
13. Identify the types animation
14. Identify the components of video and video compression for use in multimedia
15. Calculate the file size of video used in multimedia
16. Identify common video compression formats used in multimedia
17. Define key terminology of non-linear editing used in multimedia
18. Analyze the impact of web technology on intellectual property rights

### **C. Identify Multimedia Authoring Programs.**

19. Identify the categories of multimedia authoring programs
20. Identify programming languages used in multimedia titles
21. Identify scripting languages used in multimedia titles
22. Identify web-based multimedia development programs

### **D. Identify appropriate design of multimedia titles.**

23. Identify the steps in the development and design of multimedia titles
24. Design a multimedia title using specified guidelines

### **E. Identify resources for management and distribution of multimedia titles.**

25. Identify the requirement to award title production
26. Identify components of the project management process
27. Identify careers in multimedia
28. Identify mass market distribution options for multimedia titles

**F. Utilize scripting languages, html, authoring and presentation software.**

29. Incorporate multimedia into a Web site

30. Create interactive content with Macromedia Director

**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>.