**MMP 200 Multimedia Design Syllabus**

3 credits, 2 hours lecture, 2 hour lab

**COURSE DESCRIPTION**

Building on the principles learned in introduction to multimedia, students will learn to manipulate graphics and text in more sophisticated ways for use in print layout as well as multimedia. An emphasis will be placed on design concepts for the creation of pages.

**COURSE REPOSITORY**

A course repository of HW Readings, Lab Praxis, and Final Project Directions/Commentary/Resources <<https://github.com/EliCash82/MMP-200>>

**PREREQUISITES:**

MMP 100

|  |  |
| --- | --- |
| **Course Student Learning Outcomes (Students will be able to…)** | **Measurements (means of assessment for student learning outcomes listed in first column** |
| Create web pages compliant with HTML web standards. | All assignments and quizzes |
| Use CSS to style web pages. | All assignments and quizzes |
| Use visual design principles to design HTML/CSS layouts. | Assignments and final Project |
| Choose, organize and label content appropriate to site’s purpose, audience and context. | Assignments & Final Project |
| Plan and develop a complete website that responds to predefined goals and is organized and designed to serve specific audience groups. | Final Project |
| Design rich media and/or interactions that enhance meaning and user experience. | Final Project |

[**REQUIRED TEXT**](http://www.revitalk.com/mmp200/textbook/)

* HTML5 & CSS3 Visual QuickStart Guide, 7th Edition, by Elizabeth Castro & Bruce Hyslop
* Online text will be assigned

**OTHER REQUIRED RESOURCES**

* A USB drive or an online storage account.
* A FREE account on Github

**USE OF TECHNOLOGY**

* Students will use computers and Adobe software to work on web design projects in class.
* Professor will be using GIMP (GNU Image Manipulation Program) <<https://www.gimp.org/>> for several in-class demonstrations, for those with their own computer this is a free and open source software package. Those that are more comfortable using Photoshop are welcome to do so.
* You will need a text editor for this class, while there are some minimalist options like Notepad, professor reccomendation is ATOM <<https://atom.io/>>
* A class website is forthcoming.

**REQUIREMENTS & EVALUATION OF STUDENTS**

Grades will be decided based on timely submission, efforts and results of assignments.

* Assignment 1: 10%
* Assignments 2-6: 40%
* Final Project::40%
* Class participation: 10%

[**OUTLINE OF TOPICS**](http://www.revitalk.com/mmp200/semester-schedule/)

**HTML/CSS**

* HTML5 semantic elements
* CSS selectors
* CSS Typography
* HTML/CSS layout (with floats)

**Website project planning**

* Development of project objectives
* Understanding target audience, personas and scenarios
* The creative brief

**Information Architecture**

* Content selection
* Content outline
* Taxonomy
* Site mapping

**User Interface design:**

* Visual principles: visual hierarchy, grouping, consistency
* Information design: data-ink ratio, chunking
* Interaction design: Feedback, affordances, constrains, visibility
* Mental models
* UI Patterns
* Common patterns of responsive UI
* Wireframing

**Visual design**

* Typography for the web
* Layout and Grid design for the web
* Style tiles

**Prototyping with CSS frameworks/Bootstrap**

**Using Bootstrap components and jQuery plugins**

Below are the college’s general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

|  |  |
| --- | --- |
| **General Education Learning Outcomes** | **Measurements (means of assessment for student learning outcomes listed in first column** |
| **Communication Skills-**Students will be able to write, read, listen and speak critically and effectively | Class critiques, project briefs and quizzes |
| **Quantitative Reasoning:** Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems. | n/a |
| **Scientific Reasoning**– Students will be able to apply the concepts and methods of the natural sciences | n/a |
| **Social and Behavioral Science**– Students will be apply the concepts and methods of the social sciences | n/a |
| **Arts & Humanities**– Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature. | Design assignments and class critique discussions. |
| **Information & Technology Literacy**– Students will be able to collect, evaluate and interpret information and effectively use information technologies. | Design assignments, project briefs and quizzes |
| **Values**– Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility. | Design assignments, project briefs and class critique discussions. |

**COLLEGE ATTENDANCE POLICY**

At BMCC, the maximum number of absences is limited to one more class hour than the contact hours as indicated in the BMCC college catalog.  For example, you may be enrolled in a four-hour class that meets four times a week. You are allowed five hours of absence, not five days.  In the case of excessive absence, the instructor has the option to lower the grade or assign an F or WU grade.

**ACADEMIC ADJUSTMENTS FOR STUDENTS WITH DISABILITIES**

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities.  BMCC is committed to providing equal access to all programs and curricula to all students.

**BMCC POLICY ON PLAGIARISM AND ACADEMIC INTEGRITY STATEMENT**

Plagiarism is the presentation of someone else’s ideas, words or artistic, scientific, or technical work as one’s own creation.  Using the idea or work of another is permissible only when the original author is identified.  Paraphrasing and summarizing, as well as direct quotations, require citations to the original source.  Plagiarism may be intentional or unintentional.  Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors.  The library has guides designed to help students to appropriately identify a cited work.  The full policy can be found on BMCC’s web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).