BUTTE COLLEGE
COURSE OUTLINE

I. CATALOG DESCRIPTION

MSP 74 - Multimedia Production I   **3 Unit(s)**

Prerequisite(s): NONE
Recommended Prep: Reading Level IV; English Level IV; Math Level I

Transfer Status: CSU

34 hours Lecture
51 hours Lab

This course introduces students to skills and techniques used to produce computer generated multimedia presentations. Areas of study will include the development of multimedia projects and the study of multimedia tools, the selection of hardware, use of text, photography, graphics, animation, digital video and audio.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:
- A. Create basic multimedia and graphic presentations.
- B. Use multimedia software applications to create interactive projects.
- C. Develop audio and visual communications for interactive projects.
- D. Formulate and execute ideas for basic multimedia projects.

III. COURSE CONTENT

A. **Unit Titles/Suggested Time Schedule**

Lecture

Topics	Hours
1. Defining Multimedia	1.00
2. How to develop multimedia projects	1.00
3. Preparing materials for project development	1.00
4. Developing concepts and brainstorming	1.00
5. Defining the user demographic	1.00
6. Planning the production	1.00
7. Producing the project	2.00
8. Hardware	1.00
9. Text	1.00
10. Graphics	2.00
11. Photography	2.00
12. Animation	2.00
13. 3D modeling	2.00
14. Video and Digital Video	2.00
15. Sound (music and voice)	1.00
16. Presentation programs	1.00
17. Using interactive programs	1.00
18. Authoring and Scripting	1.00
19. Multimedia authoring environments	1.00

20.	Creating cross-platform projects	1.00
21.	Displaying color graphics	1.00
22.	Add the background, fields, buttons	1.00
23.	Adding the Content-Text	1.00
24.	Adding Photos and Graphics	2.00
25.	Adding Sound and Video	3.00
	Total Hours	34.00

Lab

Topics		Hours
1.	Preparing materials for project development	1.50
2.	Developing concepts and brainstorming	2.00
3.	Planning the production	3.00
4.	Producing the project	3.00
5.	Hardware	1.00
6.	Text	1.50
7.	Graphics	3.00
8.	Photography	3.00
9.	Animation	3.00
10.	3D modeling	3.00
11.	Video and Digital Video	3.00
12.	Sound (music and voice)	3.00
13.	Presentation programs	1.50
14.	Using interactive programs	1.50
15.	Authoring and Scripting	3.00
16.	Multimedia authoring environments	3.00
17.	Creating cross-platform projects	3.00
18.	Displaying color graphics	3.00
19.	Add the background, fields, buttons	1.50
20.	Adding the Content-Text	1.50
21.	Adding Photos and Graphics	1.50
22.	Adding Sound and Video	1.50
	Total Hours	51.00

IV. **METHODS OF INSTRUCTION**
  A. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
  B. Multimedia Presentations
  C. Lecture/Lab Demonstrations

V. **METHODS OF EVALUATION**
  A. Quizzes
  B. Final Examination
  C. Lab participation

D. Tests

E. Homework: in-class assignments using the computer and softare programs.

VI. **EXAMPLES OF ASSIGNMENTS**
    A. Reading Assignments
        1. Research and read an interview with a multimedia industry professional. Find three projects created by the designer and share with class.
        2. Research and read about a multimedia company or freelance multimedia designer. Be prepared to discuss and share this project with the class.
    B. Writing Assignments
        1. Develop a multimedia storyboard and write a description of the processes and techniques needed to produce the project.
        2. Research a multimedia professional and write a one page paper on the background of this individual. Share with the class.
    C. Out-of-Class Assignments
        1. Research new software and technology used in multimedia products. Find an example where the software or technology has been implemented in a real project and share the project with the class.
        2. View the list of multimedia interview videos supplied by the instructor. Research one of the multimedia designers interviewed and showcase the individuals work with the class.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**
    Materials Other Than Textbooks:
    A. Handouts
    B. Periodicals
    C. Instructional DVDs
    D. Tutorials

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