

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

MSP 1 - Multimedia Careers

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV; English Level III

Transfer Status: CSU

42.5 hours Lecture

25.5 hours Lab

This course introduces the fundamental concepts and skills needed to pursue a multimedia career, and is taken during the first semester of enrollment in the program. The course develops a strong foundation for more specialized course work in Graphic Design for Print and Digital Media, Digital Video and Audio, Digital Photography, Two- and Three-Dimensional Modeling and Animation, and Multimedia Authoring.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Identify and describe the different kinds of multimedia careers and the skills required to enter these careers.
- B. Identify and perform basic operations in the software applications that are commonly used in the design field.
- C. Identify and pursue specialized course work in one or more of the multimedia career tracks based on personal interest.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

		Lecture	
<u>Topics</u>			<u>Hours</u>
1. Content Development			3.00
2. Interface Design			3.00
3. Project Management			4.00
4. Applied Graphic Design			3.00
5. Digital Audio			3.00
6. Digital Photography			3.00
7. Image Content			4.00
8. Copyright			3.00
9. Censorship			3.00
10. Job Seeking Skills			3.00
11. Entrepreneurial Skills			3.00
12. Introduction to Multimedia Career Paths			3.50
13. Image Sequencing (Story Boarding)			4.00
Total Hours			42.50

Lab

<u>Topics</u>	<u>Hours</u>
1. Use of the Macintosh and Windows Operating Systems	5.50
2. Graphic Design and Multimedia Software	10.00
3. Produce Design Projects	10.00
Total Hours	25.50

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Group Discussions
- C. Guest Speakers
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Demonstrations
- F. Multimedia Presentations

V. METHODS OF EVALUATION

- A. Research Projects
- B. Oral Presentation
- C. Written Assignments
- D. Examinations

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read the handout on advertisement industry supplied by the instructor. Select one agency to review and share your findings with the class.
 - 2. Visit creativehotlist.com and read five job announcements in the newest job list. Share with the class.
- B. Writing Assignments
 - 1. Working in groups of five, develop a print and online advertising campaign and write a client brief.
 - 2. Select one job announcement and write down any technical words you do not understand.
- C. Out-of-Class Assignments
 - 1. Visit design firm website supplied by the instructor and review three videos on that website related to design professions. Share your review with the class.
 - 2. Research new technologies in design and multimedia online. Share with the class.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Materials Other Than Textbooks:

- A. Articles and other written materials
- B. Tutorials
- C. Examples brought in by students and instructor
- D. Internet sites
- E. Guest Speakers