

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

MSP 75 - Multimedia Production II

3 Unit(s)

Prerequisite(s): MSP 74

Recommended Prep: Reading Level IV; English Level III

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This is an intermediate course in multimedia production that focuses on the application of interactive design techniques. Students will produce original content in the creation of multimedia projects.

II. OBJECTIVES

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

- A. Apply principles of multimedia design for creating multimedia presentations.
- B. Demonstrate technical proficiency in the production of multimedia design presentations.
- C. Complete advanced design projects working within guidelines and design constraints set by clients.
- D. Identify contemporary job markets in graphic multimedia industries, while developing portfolio-related projects specific to obtaining employment in a design field.
- E. Create original content for use in multimedia presentations, including video, audio and photography.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture

<u>Topics</u>	<u>Hours</u>
1. Software used in the development of multimedia presentations	2.00
2. Developing a Multimedia Project	8.00
3. Principles of multimedia design	6.00
4. Interactivity	10.00
5. Working within guidelines and constraints for client projects	4.00
6. Developing a portfolio for industry-specific employment	4.00
Total Hours	34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. Software used in the development of multimedia presentations	10.00
2. Developing a Multimedia Project	20.00
3. Interactivity	10.00
4. Design and produce a portfolio	11.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

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

V. METHODS OF EVALUATION

- A. Quizzes
- B. Final Examination
- C. Tests

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 1. Research and read about a multimedia design company on the Internet. Find three projects created by the company and share with class.
 2. Research and read about an individual multimedia designer on the Internet. Research their education and past employment. Share with class.
- B. Writing Assignments
 1. Develop a multimedia storyboard and describe in writing the animation and technical processes that will be used to produce the project.
 2. Search for an interview with the founder of a multimedia company, or an interview with a specific designer. Write a one-page biography of the individual. Share with class in oral report.
- C. Out-of-Class Assignments
 1. Visit a local business, mall, or bank and locate a multimedia kiosk. Describe kiosk operations and interface to class.
 2. Visit a local gallery or online gallery that is currently showing a multimedia exhibit. Write a critique of the exhibit and share with class.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Materials Other Than Textbooks:

- A. Handouts
- B. Periodicals
- C. Instructional Videos

Created/Revised by: Daniel Donnelly

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