

MEDIA ARTS 111
Interactive Multimedia I

I. Catalog Statement

Media Arts 111 introduces students to the aesthetics and techniques employed in the creation of interactive multimedia programs. Topics include project planning, interactive design principles, digital video and audio, computer animation, graphics and cross-platform distribution. Students create projects using industry standard software such as Macromedia Director in the Media Arts Computer Lab.

Units -- 3.0

Lecture hours -- 2.0

Total Laboratory/Studio hours -- 4.0

(Faculty Laboratory/Studio hours -- 4.0 + Student Laboratory/Studio hours -- 0
= 4.0 Total Laboratory/Studio hours)

Prerequisite: None.

Recommended Preparation: CS/IS 206 or equivalent.

Skills Expectations: Reading 5; Writing 5; Listening-Speaking 5; Math 2.

Note: This course may not be taken for credit by students who have completed Computer Science/Information Systems 111.

II. Course Exit Standards

Upon successful completion of the required course work, students will be able to:

1. define basic terminology used in the multimedia industry;
2. operate peripheral equipment necessary for media integration into the computer;
3. digitize a variety of audio, video and still graphic material into the computer;
4. analyze professional interactive multimedia programs;
5. write simple multimedia authoring language scripts;
6. create simple interactive multimedia projects;
7. analyze the basic principles of interactive multimedia design;
8. apply basic principles of interactive multimedia design.

III. Course Content

A. Multimedia -- Basic Definitions and State of the Industry	6 hours
B. Macromedia Director's Basic Tools	24 hours
C. Project Planning	6 hours
D. Interactive Design Fundamentals	12 hours
E. Simple Lingo Scripting	12 hours
F. Digital Audio Recording and Use in Multimedia	6 hours
G. Digital Video Recording and Use in Multimedia	6 hours
H. Computer Graphics and Animation	6 hours
I. Text Options	6 hours
J. Future Directions	6 hours
K. Cross Platform Considerations and Creating Self-running Files	6 hours

IV. Methods of Presentation

The following instructional methodologies may be used in the course:

1. classroom lecture and demonstration;
2. analysis of professional examples;
3. peer analysis of student projects;
4. individual instructor-to-student assistance in the Media Arts Computer Lab;
5. self-paced individual work in the Media Arts Computer Lab.

V. Assignments and Methods of Evaluation

1. Students are assigned several multimedia production projects during the course.
2. Students present their in-progress work to the instructor for formative evaluation.
3. Completed production assignments are presented in class for critique by their classmates and the instructor.
4. Students are expected to attend and participate in lectures and demonstrations.
5. Poor attendance or participation negatively effects the student's grade.
6. A final exam is given to evaluate the student's retention of lecture and textbook material.

VI. Textbook

Lopuck, L., Designing Multimedia,
Berkeley, CA, Peachpit Press, 1996

Textbook Reading Level = 12th grade, ISBN 0-201-88398-8