APGR 75 Course Outline as of Fall 2011

CATALOG INFORMATION

Dept and Nbr: APGR 75   Title: MULTIMEDIA DESIGN
Full Title: Interactive Multimedia Design
Last Reviewed: 5/6/2002

Units			Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50		Lecture Scheduled	2.00	8	Lecture Scheduled	16.00
Minimum	1.50		Lab Scheduled	2.00	8	Lab Scheduled	16.00
			Contact DHR	0		Contact DHR	0
			Contact Total	4.00		Contact Total	32.00
			Non-contact DHR	1.00		Non-contact DHR	8.00

Total Out of Class Hours: 32.00   Total Student Learning Hours: 72.00

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: APGR 66

Catalog Description:
Course is an introduction to the principles of successful multimedia design. Students will utilize an industry-standard multimedia application (such as Macromedia Director) to develop successful multimedia projects for CD-ROM and the web. Topics will include: multimedia overview, project development steps, multimedia design principles, incorporating graphics, typography, sound, and video, and converting files for web delivery using shockwave. Familiarity with the World Wide Web and Photoshop is recommended.

Prerequisites/Corequisites:
Course Completion of APGR 52A (or APGR 91) and Course Completion of APGR 54.1 (or APGR 60) OR Course Completion of APGR 54.2 (or APGR 59)

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Introduction to the principles of successful multimedia design. Students will utilize a multimedia application (such as Macromedia Director) to develop successful multimedia

projects for CD-ROM and shockwave web delivery. Familiarity with the world Wide Web and Photoshop is recommended (Grade or P/NP)
Prerequisites/Corequisites: Course Completion of APGR 52A (or APGR 91) and Course Completion of APGR 54.1 (or APGR 60) OR Course Completion of APGR 54.2 (or APGR 59)
Recommended:
Limits on Enrollment:
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:
CSU Transfer:	Effective:	Inactive:	
UC Transfer:	Effective:	Inactive:	

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The student will be able to:
1. Critique the design of on-line and CD-ROM multimedia productions according to industry standards.
2. Plan and implement a successful multimedia design.
3. Utilize technical production skills in the development of multimedia projects.
4. Apply interface and screen design principles to multimedia projects.

Topics and Scope:

Basic introduction to multimedia production as it relates to the graphic design field.
Lecture Schedule:
 1. Overview of online and multimedia design.
 2. Critique of online and multimedia design.
 3. Multimedia project planning process.
 4. Brainstorming and creating storyboards.
 5. Creating visual or organizational maps.
 6. Gathering and organizing multimedia content.
 7. Establishing logical links and navigation patterns.
 8. Technical overview including jargon, basic technical issues, file formats.
 9. Introduction to web authoring tools/graphical editors.

10. Incorporating graphics into multimedia projects: overview of formats, production tools and other options.
11. Basic multimedia design principles.
12. Typographic rules: readability issues, contrast, fonts.
13. Graphic enhancements: rules, boxes, dingbats, backgrounds.
14. Techniques for working in color: color palettes and principles.
15. Translating print-based projects into a multimedia environment.
16. Methods for producing multimedia projects that include sound, animation, video.

Assignment:

Projects:
1. Interactive Web trivia game.
2. 3-5 page report analyzing a Web page design.
2. Personal online newsletter including photos.
3. Online recipe book.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Web page analysis report.	Writing 5 - 10%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Quizzes, Exams, PROJECTS	Problem solving 10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

PROJECTS	Skill Demonstrations 50 - 75%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, Completion, IN-CLASS PRACTICUMS	Exams 10 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

None	Other Category 0 - 0%

Representative Textbooks and Materials:
The Principals of Interactive Design by Lisa Graham. Delmar Pub. 1999