**ESSEX COUNTY COLLEGE**

**Humanities Division**

**NMT 101 – Interactive Multimedia Design**

**Course Outline**

**Course Number & Name:**  NMT 101 Interactive Multimedia Design

**Credit Hours:**  3.0 **Contact Hours:**  3.0 **Lecture:** 2.0 **Lab:**  2.0 **Other:**  3.0

**Prerequisites**:  None

**Co-requisites:** None **Concurrent Courses:** None

**Course Outline Revision Date:**  Fall 2010

**Course Description**: This course serves as an introduction to New Media Technology. The student will develop a foundation in the creation of such diverse technologies as animation, DVD and CD creation, Flash animation, QuickTime movie creation, audio and video editing, embedding and media for mobile devices. Students will work in teams in the creation of different and diversified tasks necessary to create multimedia design projects. This course requires lab time.

**Course Goals:** Upon successful completion of this course, students should be able to do the following:

1. apply fundamental principles of design to interactive multimedia projects;
2. utilize diverse software applications and hardware equipment to produce interactive multimedia projects;
3. organize and archive complex media projects using file management and archival techniques; and
4. plan and present and individual and group creations.

**Measurable Course Performance Objectives (MPOs)**: Upon successful completion of this course, students should specifically be able to do the following:

1. Apply fundamental concepts of design to interactive multimedia projects:

1.1 *recognize key design principles including, but not limited to, balance, rhythm, proportion, dominance, unity, color theory, typography, composition, and negative/positive space*;

1.2 *employ these principles to develop original multimedia creations*; and

1.3 *explain how the creations reflect these principles*

2. Utilize diverse software applications and hardware equipment to produce interactive multimedia projects:

2.1 *use Adobe Flash and other software to create and assemble diverse elements in an interactive multimedia project;*

2.2 *use various DVD creation tools to create interactive DVD menus*;

**Measurable Course Performance Objectives (MPOs)** (continued):

2.3 *operate effectively a variety cameras to create still and moving images to incorporate into multimedia projects;* and

2.4 *operate effectively various audio recording equipment and music creation software to incorporate audio into multimedia projects*

3. Organize and archive complex media projects using file management and archival techniques:

3.1 *organize the files that are part of a multimedia project logically and efficiently;*

3.2 *apply practical backup and archiving methods to the production of a multimedia project;* and

3.3 *adapt proven work flow methods to individual projects*

4. Plan and present individual and group creations:

4.1 *develop project proposal materials, including storyboards, treatments, flow charts and budgets to communicate the project to fellow team members and prospective clients;*

4.2 *present effectively individual and group creations;* and

4.3 *recognize and adhere to fair use and copyright regulations*

**Methods of Instruction**: Instruction will consist of lectures, demonstrations, group and individual production work.

**Outcomes Assessment:** Rubrics are used to assess the student productions and writing assignments for the presence of the measurable objectives. Quiz questions are blueprinted to the MPOs. Data is collected and analyzed to determine the level of student performance on these assessment instruments in regards to meeting course objectives. The results of this data analysis are used to guide necessary pedagogical and/or curricular revisions.

**Course Requirements:** All students are required to:

1. Participate actively in class.

2. Complete all written assignments on time and take all quizzes as scheduled.

3. Complete all projects on time.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Class Participation 15 – 30%**

Class participation includes attendance, completing class assignments, and involvement in class discussion. Assignments and discussion will provide evidence of student mastery of course objectives.

* **Multimedia projects 50 – 75%**

Students produce interactive multimedia projects, which are assessed in terms of mastery of course objectives.

* **Quizzes** (dates specified by the instructor) **15 – 25%**

Quizzes and exams will provide evidence of student mastery of course objectives and synthesis of course material.

Note: The instructor will provide specific weights, which lie in the above-given ranges, for each of the grading components at the beginning of the semester.

**Academic Integrity:** Dishonesty disrupts the search for truth that is inherent in the learning process and so devalues the purpose and the mission of the College. Academic dishonesty includes, but is not limited to, the following:

* plagiarism – the failure to acknowledge another writer’s words or ideas or to give proper credit to sources of information;
* cheating – knowingly obtaining or giving unauthorized information on any test/exam or any other academic assignment;
* interference – any interruption of the academic process that prevents others from the proper engagement in learning or teaching; and
* fraud – any act or instance of willful deceit or trickery.

Violations of academic integrity will be dealt with by imposing appropriate sanctions. Sanctions for acts of academic dishonesty could include the resubmission of an assignment, failure of the test/exam, failure in the course, probation, suspension from the College, and even expulsion from the College.

**Student Code of Conduct:** All students are expected to conduct themselves as responsible and considerate adults who respect the rights of others. Disruptive behavior will not be tolerated. All students are also expected to attend and be on time for all class meetings. No cell phones or similar electronic devices are permitted in class. Please refer to the Essex County College student handbook, *Lifeline*, for more specific information about the College’s Code of Conduct and attendance requirements.

**Course Content Outline:** based on the text by Aquent Creative Team. Adobe Flash CS4 Professional Digital Classroom. Wiley Publishing. 2009.

**WeekContent/Topic**

1 Course introduction | Getting started with the Drawing Tools

2 Using Symbols and the Library

3 Exploring Advanced Tools and Basic Animation | **QUIZ 1**

4 Advanced Animation

5 Customizing Work flow | **QUIZ 2**

6 Introducing Action Script/Creating Button Symbols

7 Adding Sound to Your Movies/Introducing Movie Clips

8 Working with Video/Delivering | **QUIZ 3**

9 Working on 1st project

10 **1st project due**

11 Working on 2nd project

12  **2nd project due**

13 Working on final project

14 Final project (continued)

15 **Final project due** | Individual Conferences