Department of Multimedia Programming & Design

Introduction to Multimedia	**Class hours: 2**
MMP 100	**Lab hours: 2**
Spring 2008	
Credits: 3	

Course Description:

This course introduces students to the fundamentals of multimedia production. In a hands-on class, students will learn the essentials of program design and authoring software in an integrated computer environment. Students will learn how to combine graphics, audio and text to create programs for industrial and educational applications.

Prerequisites/Co-requisites: ENG 088 or ESL 062; ACR 094, MAT 011

Student Learning Outcomes:

Upon completion of this course, the students will be able to:
- Define multimedia and state its importance.
- Distinguish between appropriate and inappropriate uses of multimedia.
- Understand the syntax of an html document.
- Create and modify a multimedia project using a graphical editing program.
- Work with multimedia elements including:
    - design
    - text
    - graphics
    - animation
    - sound
    - video
    - interactivity
- Identify the steps in creating a multimedia project, including developing the concept, specifying the objectives, creating storyboards, and producing the project.
- Discuss the relevant trends and issues surrounding multimedia, such as copyright, privacy, and censorship.
- Demonstrate an understanding of project management strategies for multimedia projects.

Required Texts & Reading:

Textbook:	**Multimedia for the Web Revealed Creating Digital Excitement-Deluxe Education, Third Edition**
Author:	**Calleen Coorough, Jim Shuman**
Publisher:	**Course Technology**
ISBN:	**1-4188-3953-1**

Other Resources:

Use of Technology (if applicable):

Evaluation & Requirements of Students:

Teacher evaluation and class performance:	10%
Homework assignments:	20%
Midterm project:	20%
Final project:	20%
Exams:	30%

I. Outline of Topics:

1. Multimedia and the Internet: client/server protocols, http, ftp

2. Creating html documents

3. Graphical editors for the web: DreamWeaver

4. Formatting text in Multimedia

5. 2D Graphics for Multimedia: RGB color, Photoshop

6. Project development for Multimedia: storyboards, flowcharts, wire frames

   ******* **Midterm Project** ********

7. Animation in Multimedia: Flash interface, vector graphics

8. Sound for Multimedia: recording, editing in SoundForge

9. Designing for Interactivity

10. Video for Multimedia

11. Issues (intellectual property rights, copyright laws)

12. Project Management

********* **Final Project** **************   ********* **Final** **************

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 <u>hours</u> of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's web side, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).