

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York
MULTIMEDIA PROGRAMMING & DESIGN

Spring 2005

Title of Course:

MMP 200 (Multimedia Design)

Lecture Hours/week: 2

Lab Hours/week: 2

Credits: 3

A. Description:

Building on the principles learned in Introduction to Multimedia, students will learn to manipulate graphics and text in more sophisticated ways for use in print layout as well as multimedia. An emphasis will be placed on design concepts for the creation of pages.

B. Prerequisites:

Basic Skills: ENG 088, ESL 062, RDG 062, MAT 010/011 AND MMP 100

Co-requisite: MAT 051

C. Objectives:

By the end of the course the student will be expected to:

- Understand and implement the elements that make up an effective interface design.
- Understand technical considerations involved in the creation of a Flash-based multimedia program.
- Design several prototypes, each focusing on one design aspect covered in class.
- Design a final project that demonstrates creativity, initiative and implementation of class material.

D. Required Texts and/or Supplemental Material:

Title: Macromedia Flash MX 2004 for Windows and Macintosh: Visual QuickStart Guide

Author: Katherine Ulrich

Publisher: Peachpit Press (Prentice Hall)

ISBN: 0-321-21344-0

Title: Basic of Design-layout and Typography for beginners

Author: Lisa Graham

Publisher: Delmar Publishing

ISBN: 0766813622

E. Evaluation and Requirements of Students:

Class and homework assignment: 40%

Final Project: 50%

Class performance and attendance: 10%

F. Attendance Policy

The College's attendance policy states: "At BMCC, the maximum number of absences is limited to one more hour than the number of **hours** a class meets in one week. In the case of excessive absence the instructor has the option to lower the grade or assign an 'F' or 'WU' grade."

G. Disability Accommodation Policy

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities (Room N769; Telephone # 220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

H. BMCC Policy Statement on Plagiarism

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 site, www.bmcc.cuny.edu.

I. Outline of Topics:

1. The design process
 - Idea development
 - Project planning
2. Visual design
 - The design concept
 - Elements of visual design
 - Design for time-based medium
 - Screen typography
 - Designing with sound
3. Designing for interaction
 - Interactive tools
 - Interactive structures
4. Content organization - information design
 - Classification schemes and metaphors
 - Complex structures
5. Production with Macromedia Flash MX