

ITMD 460 SYLLABUS

ITMD 460 Fundamentals of Multimedia

Hours: 3 credit hours / 45 contact hours

Instructor: Philip Matuszak

Textbook, title, author, and year:

Multimedia: Making It Work, Ninth Edition; Tay Vaughan, 2014

The Non-Designer's Design Book 4th Edition; Robin Williams, 2014

Specific course information

- a. **Catalog description:** Students are introduced to computer-based multimedia theory, concepts, and applications. Topics include desktop publishing, hypermedia, presentation graphics, graphic images, animation, sound, video, multimedia on the World Wide Web and integrated multimedia authoring techniques.
- b. **Prerequisites:** None

Specific goals for the course

- a. **Course Outcome:** Each successful student in this survey course will be brought "up to speed" on the latest multimedia concepts, terms, and software types. While designed to give an overview of today's multimedia world and production methods, students in the course will gain enough practical knowledge to begin creating productions for desktop and Internet use.
- b. **Course Student Outcomes:**
Upon successful completion of the course the student should be able to:
 - Describe and discuss current trends in multimedia by experiencing a variety of applications and development packages.
 - Explain the preproduction process including content acquisition and development, process flow, team management and integration, and legal issues surrounding multimedia.
 - Demonstrate technical knowledge and limited proficiency in designing production elements in each of the multimedia disciplines.
 - Create a multimedia project for the desktop or Internet.

Topics to be covered

- a. Introduction to Multimedia
- b. Design Concepts
- c. Presentation Graphics
- d. Typefaces
- e. What is Multimedia
- f. Graphics
- g. Hardware & Software
- h. Use of Color and Cultural Contexts of Color
- i. Desktop Publishing
- j. Pre-Production
- k. Production Planning and design
- l. Hypermedia Authoring Concepts
- m. User Interface Design
- n. Presentation Graphics Design
- o. Multimedia Sound
- p. The Multimedia Team
- q. File Compression
- r. Animation
- s. Video Production
- t. Digital Video
- u. Authoring Part 2: HTML & Web-Based Multimedia
- v. Designing Web-based Multimedia
- w. Producing Multimedia
- x. Content & Legal Considerations for Multimedia
- y. Final Presentations