Lecture Contact Hours: 32-36; Outside-of-Class Hours: 64-72;
Laboratory Contact Hours: 48-54; Outside-of-Class Hours: 0;
Total Student Learning Hours: 144-162

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Graphic Design 115 – Introduction to Multimedia

2 hours lecture, 2 units
3 hours laboratory, 1 unit
Total units: 3

Catalog Description
This intensive introductory course is designed to teach foundational skills for students who have minimal or no experience in creating multimedia news packages. A hands-on introduction on how to use video, photography, data and other elements to successfully create effective visual and multimedia stories.

Prerequisite
"C" grade or higher or "Pass" in GD 105 or equivalent

Recommended Preparation
"C" grade or higher or "Pass" in GD 110 or equivalent

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
1) Describe the relationship between hardware components and computer performance.
2) Properly use input and output devices, with the understanding of file sizes and various formats.
3) Manage multiple files for digital projects and use appropriate file formats.
4) Use the Internet for research, communication, and file transfer.
5) Synthesize production skills and design concepts to design and produce simple multimedia projects using Adobe Creative Cloud.
6) Properly use and apply production terminology and concepts.
7) Apply the fundamentals of art elements and principles of design in composition.
8) Describe and demonstrate legal and ethical behavior with regard to copyright.

Course Content
1) Multimedia Foundations
   a. Understanding Multimedia
   b. The Computer as a Production Tool
   c. Project Planning and Evaluation
2) Multimedia Design
   a. Visual Communication
   b. Page Layout
   c. User Interface Design
   d. Web Design
3) Static Media
   a. Text
   b. Graphics
   c. Photography
4) Time-Based Media
   a. Recording Formats and Device Settings

    b. Audio Production
    c. Video Production
    d. Time-Based Editing
5) Review higher education programs and potential employment opportunities

Course Objectives
Students will be able to:
1) Effectively combine the use of video, audio, photography, graphics and text
2) Grasp foundational skills that can be applied to many types of storytelling
3) Create, organize and manage multimedia news packages
4) Learn which medium best suits the particular type of story they wish to tell
5) Shoot video and still images with a mobile device
6) Apply core communicative values to multimedia work
7) Create a final project into a finished "story package"

Method of Evaluation
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, hardware/software proficiency.
1) Participation in class discussions and brainstorming sessions
2) Assignments that evaluate the use of multimedia design principles and the design process
3) Verbal critiques of student projects for effective use of multimedia principles
4) Quizzes examining a student's knowledge of multimedia terminology
5) Portfolio review to evaluate the comprehensive presentation of projects

Special Materials Required of Student
Sketchbook, access to mobile devices, USB thumb drive

Minimum Instructional Facilities
Lab/studio with computers, input devices, graphic tablets, printers, scanners

Method of Instruction
1) Lectures.
2) Computer-generated presentations and demonstrations provided by the instructor.
3) Research methods including use of the Internet
4) Individual instruction
5) Group critiques and classroom discussions of individual projects
6) Laboratory demonstration and activity

Out-of-Class Assignments
1) Reading assignments
2) Short research assignments

Texts and References
1) Required (representative examples):
    a. Optional text(s):
        1. Costello, Vic. *Multimedia Foundations: Core Concepts for Digital Design,* 3rd edition. Focal Press, 2023.
        2. Walter, Ekaterina. Gioglio, Jessica. *The Power of Visual Storytelling,* 1st edition. McGraw-Hill, 2014.
2) Supplemental: Adobe software reference manuals as needed

Exit Skills
1) Analyze historical and contemporary practice in multimedia design and art making, including lens-based, time-based, on-screen, sound and physical computing and immersive environments within the contexts of art, business and marketing, design, interactivity and responsive web design.
2) Effectively use multimedia terminology/techniques specific to the use of appropriate laboratory procedures in the scope of a project/production.

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
1) Use design and aesthetic principles to create multimedia content for effective communication, and/or increased understanding.
2) Develop the integration of rich media for effective visual communication.