STANDARDIZED COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER: CSA 155
COURSE TITLE: Multimedia Communications
COURSE CATALOG DESCRIPTION:
The latest hardware and software innovations with Windows and Windows application concepts related to Multimedia will be presented. Students will learn Multimedia authoring programs such as PowerPoint Graphics, Multimedia Workshop and Macromedia Director. Students will learn to author a CD ROM, GPS (Global Positioning Systems), real-time video viewing and conferencing via the Internet and Multimedia-TV connections being explored by cable television companies and Microsoft will be demonstrated. *Formerly listed as CIS 107, not open to students who have successfully completed CIS 107.*

LECTURE HOURS PER WEEK: 3 **CREDIT HOURS:** 3
LAB HOURS PER WEEK (if applicable): n/a
PREREQUISITE(S): n/a

SECTION II

A. SCOPE:

This course provides a comprehensive introduction to multimedia concepts. You will study the key elements of multimedia, such as graphics, animation, and virtual reality; as well as the tools used to create multimedia applications. In addition, this course will cover the design principles and management skills needed to develop dynamic, interactive multimedia products.

B. REQUIRED WORK:

Will vary by instructor. Students will be expected to do all required readings, assignments, tests, and quizzes as outlined by their instructor.

C. ATTENDANCE AND PARTICIPATION:

Regular attendance, assignment submission timeliness, promptness and class/lab participation will be expected. Instructors will include specific attendance and participation policies requirements in their class syllabi.

D. METHODS OF INSTRUCTION:

Methods may include any of the following: lecture, lecture/discussion, small group, collaborative learning, experimental/exploration, distance learning, student presentations, computer demonstrations, or use of technologies such as audio-visual materials, and computer laboratory equipment. Emphasis will be on hands-on computer exercises and problems.

E. OBJECTIVES, OUTCOMES, and ASSESSMENT

Students' grades will be based on achievement of learning the objectives and outcomes listed below as measured by the instructor's methods of assessment:

LEARNING OBJECTIVES	LEARNING OUTCOMES	ASSESSMENT METHODS
To demonstrate an understanding of:	**Student will:**	**As measured by:**
Introduction to multimedia concepts	a) Identify, define, and list examples of multimedia b) Examine various applications of multimedia use	• Homework/Lab assignments; • Written and Oral activities; • Quizzes and Exams; • Online Computer Exercises; • Projects and Presentations
Key multimedia elements	a) Use text and graphics in multimedia applications b) Demonstrate understanding of software for working with text and graphics c) Utilize sound, animation, and video elements	• Homework/Lab assignments; • Written and Oral activities; • Quizzes and Exams; • Online Computer Exercises; • Projects and Presentations
Tools used to create multimedia applications.	a) Identify, explore, and utilize various multimedia authoring programs b) Utilize Macromedia Director	• Homework/Lab assignments; • Written and Oral activities; • Quizzes and Exams; • Online Computer Exercises; • Projects and Presentations
Design principles and management skills needed to develop dynamic, interactive multimedia products	a) Design and develop multimedia titles b) Demonstrate understanding of distribution and management of multimedia examples c) Incorporate multimedia into a web site	• Homework/Lab assignments; • Written and Oral activities; • Quizzes and Exams; • Online Computer Exercises; • Projects and Presentations

F. TEXT(S) AND MATERIALS:

An appropriate Visual Basic Text, such as:

Text: *Multimedia Concepts (current edition)*
Author: Shuman
Publisher: Course Technology

G. INFORMATION TECHNOLOGY:

This course is an information technology course and will require extensive computer lab time both for teaching and performing assignments. Students will require network accounts with access to the Internet and the Macromedia Director Shockwave Studio authoring program as well as file storage space.