COURSE NUMBER – COURSE NAME
GMMD 401 – Multimedia Product Design 1

Created by: Christopher Sweeney
Updated by: Christopher Sweeney

Canino School of Engineering Technology
Department: Decision and Graphic Media Systems
Semester/Year: Fall 2018
A. **TITLE:** Multimedia Product Design 1

B. **COURSE NUMBER:** GMMD 401

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

   # Credit Hours: 3  
   # Lecture Hours: 3 per week  
   # Lab Hours: per week  
   Other: per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☐ No ☒

E. **GER CATEGORY:** None: ☒ Yes: GER  
   *If course satisfies more than one:* GER

F. **SEMESTER(S) OFFERED:** Fall ☒ Spring ☐ Fall & Spring ☐

G. **COURSE DESCRIPTION:**

   This course provides an experimental and experiential approach to integrating content with new media techniques and processes. Students use computers as creative tools to explore narrative, immersion, virtuality, visuality, and networked public sphere, with an eye towards integrating theoretical understanding of these concepts with the needs of particular design projects. Students also develop planning and organizing skills for experimental interactivity and imaging projects.

H. **PRE-REQUISITES:** None ☐ Yes ☒ If yes, list below:

   CITA 342 Visual Programming and Development Tools OR CITA 330 Emerging IT Applications OR GMMD 311 Video Effects and Post Production, AND GMMD 302 Professional Photography

   **CO-REQUISITES:** None ☒ Yes ☒ If yes, list below:

   GMMD 408 Portfolio Development and Media Strategies AND GMMD 440 Orientation to Culminating Experience GMMD
I. **STUDENT LEARNING OUTCOMES**: *(see key below)*

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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</thead>
<tbody>
<tr>
<td>Integrate theories of new media narrative, immersion, and publication with analysis of media products.</td>
<td>Interpretation</td>
<td>2-Crit Think ISLO ISLO</td>
<td>PS Subsets Subsets Subsets</td>
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<td>Assess current products designed to fulfill a particular need.</td>
<td>Design Brief</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Propose changes to current multimedia products based on research and assessment of client needs.</td>
<td>Design Brief</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Design a multimedia project incorporating visuality and narrative in response to a case study</td>
<td>Design Process</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Construct or create a finished multimedia project in response to a case study.</td>
<td>Professional Detail</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Organize a formal presentation of finished multimedia project and respond to criticism of the project.</td>
<td>Portfolio</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>Evaluate student-and professionally-produced multimedia products</td>
<td>Design Critique</td>
<td>5-Ind, Prof, Disc, Know Skills</td>
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<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<td>ISLO &amp; Subsets</td>
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<td>Oral [O], Written [W]</td>
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<td>Critical Thinking</td>
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<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>Foundational Skills</td>
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<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>Social Responsibility</td>
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<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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*Include program objectives if applicable. Please consult with Program Coordinator*
J. **APPLIED LEARNING COMPONENT:**  
   Yes ☒  No ☐

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship (program, class, project)

K. **TEXTS:**


L. **REFERENCES:**


M. **EQUIPMENT:** None ☐  Needed: Technology Enhanced classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

1. Essay exams
2. a self-produced Multimedia project
3. a presentation of a self-produced Multimedia project

P. **DETAILED COURSE OUTLINE:**

I. Understanding theory
   A. Immediacy, hypermediacy, and remediation
   B. Mediation and remediation
   C. Networks of remediation

II. Understanding, Analyzing, and Assessing Media
   A. Computer Games
      1. gameplay vs. graphics
      2. video games as art
      3. video games their social implications
   B. Digital Photography
      1. Narrative forms and framing with digital processes
2. Immersion and resolution issues
C. Photorealistic graphics
   1. art vs. expression in the digital realm
   2. Pixar case studies
D. Digital Art
   1. Presentation and permanency issues in the digital realm
   2. Copyrighting and Creative Commons issues
E. Film
   1. The audience experience of video vs. film
   2. Changes to the filming process using digital capture
F. Virtual Reality
   1. early uses and experiments in vr
   2. putting down the goggles
G. Mediated Spaces
   1. Punchcards to gui
   2. Windows on the table and the Reactable
H. Television
   1. TiVo and the advertising structure of television financing
I. World Wide Web
   1. From research to retail
   2. The social web
J. Ubiquitous computing
   1. Design for mobile devices
   2. Design for clothing
K. Convergence
III. Understanding Self
A. The remediated self
   1. User confidence and the early adopter
      B. The virtual self
         1. Avatars
         2. Usernames, passwords, and personality
         C. The networked self

Q. LABORATORY OUTLINE: None ☒ Yes ☐