STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE
GMMD 401 – MULTIMEDIA PRODUCT DESIGN

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CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN
APRIL 2015
A. **TITLE:** MULTIMEDIA PRODUCT DESIGN

B. **COURSE NUMBER:** GMMD 401

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE (OPTIONAL):** N/A

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall or Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours lecture/week

H. **CATALOG 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.

I. **PRE-REQUISITES/CO-COURSES:** CITA 342 Visual Programming and Development Tools, GMMD 302 Digital Photojournalism or GMMD 303 Digital Experimental Photography

J. **GOALS (STUDENT LEARNING OUTCOMES):**

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<tr>
<th>Course Objective</th>
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| a. Integrate theories of new media narrative, immersion, and publication with analysis of media products. | 1. Communication Skills                
|                                                                                  | 2. Critical Thinking                                |
| b. Assess current products designed to fulfill a particular need.               | 2. Critical Thinking                                
|                                                                                  | 4. Inter/Intrapersonal Skills                       |
| c. Propose changes to current multimedia products based on research and assessment of client needs. | 2. Critical Thinking                                
|                                                                                  | 4. Inter/Intrapersonal Skills                       |
| d. Design a multimedia project incorporating visuality and narrative in response to a case study | 1. Communication Skills                
|                                                                                  | 3. Professional Competence                          |
| e. Construct or create a finished multimedia project in response to a case study. | 3. Professional Competence                          |
| f. Organize a formal presentation of finished multimedia project and respond to criticism of the project. | 1. Communication Skills                
|                                                                                  | 4. Inter/Intrapersonal Skills                       |
| g. Evaluate student-and professionally-produced multimedia products             | 2. Critical Thinking                                
|                                                                                  | 4. Inter/Intrapersonal Skills                       |

K. **TEXTS:**

L. **REFERENCES:**
EQUIPMENT: Macromedia Director or equivalent software

GRADING METHOD: (P/F, A-F, etc.) A-F

MEASUREMENT CRITERIA/METHODS:
Students will be evaluated via:
1. Essay exams
2. a self-produced Multimedia project
3. a presentation of a self-produced Multimedia project

DETAILED TOPICAL 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