COURSE OUTLINE

GMMD 444 Multimedia Product Design II

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CANINO SCHOOL OF ENGINEERING TECHNOLOGY
DECISION SYSTEMS DEPARTMENT
APRIL 2015
A. **TITLE:** Multimedia Product Design II

B. **COURSE NUMBER:** GMMD 444

C. **CREDIT HOURS:** 4

D. **WRITING INTENSIVE COURSE(OPTIONAL):** No

E. **COURSE LENGTH:** 15 weeks

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

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

H. **CATALOG DESCRIPTION:**

This course is a capstone experience course in the Graphic and Multimedia Design program, allowing students to develop skills in group communication and teamwork as they plan, design, develop, produce, present, and defend a culminating research project. Through regular research, critiques, and planning sessions with GMMD faculty, the senior student capstone projects are developed and realized. This course builds on the skills, projects and working methodology developed in the GMMD 401; culminating in a public presentation of student works and an exit portfolio for graduation.

I. **PRE-REQUISITES/COCOURSES:** GMMD401 Multimedia Product Design, or permission of instructor.

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

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<th>Course Objective</th>
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| a. Synthesize material from previous core GMMD courses to develop a cohesive GMMD group project | 2. Critical Thinking  
3. Professional Competence |
| b. Package, present and host student projects professionally in a public forum | 1. Communication Skills  
3. Professional Competence |
| c. Implement time management, delegation, and group dynamics on shared responsibilities | 4. Inter/Intrapersonal skills  
1. Communication Skills  
3. Professional Competence |
| d. Fully develop and realize a planned multimedia project from previously developed research plan | 2. Critical Thinking  
3. Professional Competence |
| e. Employ contemporary marketing strategies in tandem with project development | 1. Communication Skills  
3. Professional Competence |
| f. Finalize Professional Student Portfolio | 2. Critical Thinking  
3. Professional Competence |

K. **TEXTS:** N/A

L. **REFERENCES:**

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

1. Regular GMMD Faculty (and guest) Critiques
2. Portfolio Presentation and Review
3. Peer Evaluation
4. Faculty/Public Review of Senior Exhibition

P. DETAILED TOPICAL OUTLINE:

I. Development of capstone projects
   A. The Research Proposal
      1. Developing the Problem
      2. Synthesizing Information
      3. Review of Methods
   B. Review and Critique of the Proposal
      1. Critical Thinking Skills
      2. Answering the Questions
   C. Portfolio Development
      1. Professional Models
      2. Evolving media/technology
      3. Regular Critiques

II. Presenting and Implementing projects
   A. Presentation options
   B. Professional packaging
   C. Contextualization
   D. Copyrighting
   E. Marketing
   F. Evaluation