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

MASTER SYLLABUS

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

Created by: Christopher Sweeney

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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:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER [If Applicable]	ISLO & SUBSETS	
Integrate theories of new media narrative, immersion, and publication with analysis of media products.	Interpretation		2-Crit Think ISLO ISLO	PS Subsets Subsets Subsets
Assess current products designed to fulfill a particular need.	Design Brief		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Propose changes to current multimedia products based on research and assessment of client needs.	Design Brief		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Design a multimedia project incorporating visuality and narrative in response to a case study	Design Process		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Construct or create a finished multimedia project in response to a case study.	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Organize a formal presentation of finished multimedia project and respond to criticism of the project.	Portfolio		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets

Evaluate student-and professionally-produced multimedia products	Design Critique		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
			ISLO ISLO ISLO	Subsets Subsets Subsets Subsets
			ISLO ISLO ISLO	Subsets Subsets Subsets Subsets
			ISLO ISLO ISLO	Subsets Subsets Subsets Subsets

KEY	Institutional Student Learning Outcomes [ISLO 1 – 5]
ISLO #	ISLO & Subsets
1	**Communication Skills** Oral [O], Written [W]
2	**Critical Thinking** *Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]*
3	**Foundational Skills** *Information Management [IM], Quantitative Lit,/Reasoning [QTR]*
4	**Social Responsibility** *Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]*
5	**Industry, Professional, Discipline Specific Knowledge and Skills**

*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   ☐ Civic Engagement
☐ Internship   ☒ Creative Works/Senior Project
☐ Clinical Placement   ☐ Research
☐ Practicum   ☐ Entrepreneurship
☐ Service Learning   (program, class, project)
☐ Community Service

K.   TEXTS:

Bolter, Jay David and Richard Gruisin. Remediation: Understanding New Media. Boston:
              MIT Press, 2000.
Wardrip-Fruin, Noah and Nick Montfort, eds. The New Media Reader. Boston: MIT Press,
 2003.

L.   REFERENCES:

Lister, Martin, ed. New Media: A Critical Introduction. New York: Routledge, 2002.
              Safer, Daniel. Designing for Interaction: Creating Smart Applications and Clever
Devices. Berkeley: Peachpit Press, 2006.
              Moggridge, Bill. Designing Interactions. Cambridge: MIT Press, 2006.

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.   <u>**LABORATORY OUTLINE**</u>: **None** ☒ **Yes** ☐