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

MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
GMMD 444 – Multimedia Product Design 2

Created by: Matthew Burnett

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Canino School of Engineering Technology

Department: Decision and Graphic Media Systems

Semester/Year: Fall 2023

A.   **TITLE**: Multimedia Product Design 2

B.   **COURSE NUMBER:** GMMD 444

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

   # Credit Hours: 4
   # Lecture Hours: 4 hrs
   #Lab Hours:
      Other:

   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 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.

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

GMMD401 Multimedia Product Design AND successful completion of all GMMD courses years 1-3 with a C or higher OR permission of instructor.

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

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*	
Synthesize material from previous core GMMD courses to develop a cohesive GMMD group project	Design Brief		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Package, present and host student projects professionally in a public forum	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Implement time management, delegation, and group dynamics on shared responsibilities	Professional Detail		4-Soc Respons ISLO ISLO	T Subsets Subsets Subsets
Fully develop and realize a planned multimedia project from previously developed research plan	Design Process		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Employ contemporary marketing strategies in tandem with project development	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Finalize Professional Student Portfolio	Portfolio		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets

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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:**

None

L. **REFERENCES:**

None

M. **EQUIPMENT: None** ☐ **Needed:** Technology Enhanced classroom with Adobe; exhibition space

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

O. **SUGGESTED 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 COURSE 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

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