

**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**

**Updated by: Christopher Sweeney**

**Canino School of Engineering Technology**

**Department: Decision and Graphic Media Systems**

**Semester/Year: Fall 2018**

- 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: 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 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:

<b><u>Course Student Learning Outcome</u></b> <b><u>[SLO]</u></b>	<b><u>Program Student Learning Outcome</u></b> <b><u>[PSLO]</u></b>	<b><u>GER</u></b> <i>[If Applicable]</i>	<b><u>ISLO &amp; SUBSETS</u></b>	
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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<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

\*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:

- |   |   |
|---|---|
| <input type="checkbox"/> Classroom/Lab      | <input type="checkbox"/> Civic Engagement                         |
| <input type="checkbox"/> Internship         | <input checked="" type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research                                 |
| <input type="checkbox"/> Practicum          | <input type="checkbox"/> Entrepreneurship                         |
| <input type="checkbox"/> Service Learning   | (program, class, project)   |
| <input type="checkbox"/> 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. LABORATORY OUTLINE: None  Yes