

## DMAD 110-INTRODUCTION TO MULTIMEDIA 3 CREDITS

### SYLLABUS

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#### CATALOG DESCRIPTION

A general introduction to relevant multimedia technologies, with primary focus on web related topics. This course will cover current technologies applicable to multimedia production.

Prerequisites: MATH 050 or APAL 061, ENGL 099 or APEN 070, and  
RDNG 050 or APRD 039.

Semester Offered: Fall, Spring

#### ***Common Student Learning Outcomes***

*Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...*

##### BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

##### CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

##### CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

##### EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

##### INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

##### INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

*Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.*

#### **Course Learning Outcomes**

Upon successful completion of the course, the student will be able to...

- I. Introduce the elements used in the creation of multimedia design.
- II. Explain and define multimedia, including historical overview of the evolution of individual elements and examine future industry trends.

### III. Foundation of multimedia design technologies and integration in web site design.

Upon successful completion of the course, the student will be able to...

1. Introduce the elements used in the creation of multimedia design.
  - a. Analyze the processes that are used in: digital layout design, image editing, digital painting, vector illustration, digital sound, 2-D and 3-D animation, digital video, and web site design. (L, T, I, A), (III)
  - b. Summarize the current technologies used in multimedia design and future trends of multimedia. (L, I, A), (III)
2. Explain and define multimedia, including historical overview of the evolution of individual multimedia elements and examine future industry trends.
  - a. Identify the changes in multimedia design pre- and post computer. (L, T, I), (I, II)
  - b. Explain the new multimedia technologies incorporation of pre-computer techniques into computer editing software. (L, C, I), (III)
3. Foundation of multimedia design technologies and integration into web site design.
  - a. Use multimedia software and review the types of applications currently found in multimedia design creation. (L, A), (I, III)
  - b. Evaluate the strengths and weaknesses of each multimedia element. (L, T, C), (I)
  - c. Explore methods of improving the effectiveness of communication through integration of multiple multimedia elements. (L, T, I), (I, II)