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LIBERAL STUDIES  
PROPOSAL COVER SHEET  
College Graduate Curriculum Committee

LIBERAL STUDIES  
CURRICULUM  
University-Wide Joint

I. CONTACT

Contact Person Paul Koenfel

Phone 2492

III. PROGRAM INFORMATION

1. Program Name

2. Program Description

3. Program Objectives

4. Program Evaluation

5. Program Budget

6. Program Schedule

7. Program Staff

8. Program History

9. Program Impact

Name

Program Name

Signature

Title Change

College Curriculum Committee

College Dean

+ Director of Liberal Studies (where applicable)

Trustee (where applicable)

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**Part II. Description of Curriculum Change**

1. Schedule of classes

**I. Catalog description**

CM 440 Multimedia Production

3 credits  
3 Lecture/Lab  
0 Lab hrs  
(3c-0 l-3sh)

**Prerequisites:** CM 240 or permission of the instructor

The student will learn the processes and techniques of planning, designing, and producing used with interactive multimedia. The course will provide hands on experiences in the use of graphics, audio, animation, video, and authoring software applications to produce an aesthetically acceptable product that meets specific objectives. The course is designed to meet the needs of educational media, corporate training, and communications specialists.

**II. Course objectives**

At the conclusion of the course the students will:

- be aware of the applications of multimedia in industry, government, and education;
- be aware of the professional specialist employed by the multimedia industry;
- utilize various kinds of hardware and software used to produce multimedia;
- apply sound, video, photographs and graphics in a multimedia production;

- apply the process used to plan and produce multimedia;
- and demonstrate an ability to plan and produce an interactive multimedia project.

**III. Course outline**

**Week #3 (3 class hours)**

- Design structures
  - linear
  - Branching
  - simulation

Hierarchy and Flattened Hierarchy

- modular
- Virtual space

**Week #4 (3 class hours)**

- Design and production process process:
  - brainstorming and storyboarding
  - flow chart (navigation)
  - Functional spec
  - prototypes/user testing
  - media production
  - authoring
  - final production (testing, debugging)

Week #5 (3 class hours)

Copyright and other legal considerations  
Future directions and social and economic concerns.

Test #2

**IV. Evaluation**

Evaluation methods will vary from instructor to instructor. The following is representative of an evaluation method:

20 % Exams: Two exams will be given based upon the reading assignments.

## **V. Required textbooks, supplemental books and readings**

Vaughan, Peter and Tim Vaughn. (1997). Director Close-up: Interactivity & Animation. Wadsworth Publishing: New York.

Lopuck, Lisa (1996). Designing Multimedia: A visual Guide to Multimedia and Online Graphic Design. Berkeley: Peachpit Press.

## **VI. Special resource requirements**

Each student will be required to supply a ZIP disk.

## **VII. Bibliography**

Apple Computer, Inc. (1994). Multimedia Demystified. New York: Random House

Apple Computer, Inc. (1994). Electronic Guide to Macintosh Human Interface Design. Reading: Addison-Wesley.

Burger, Jeff (1995). Multimedia for Decision makers: A business Primer. Reading: Addison-Wesley Publishers Ltd.

Burger, Jeff (1993). The Desktop Multimedia Bible. Reading: Addison-Wesley Publishers Ltd.

Petrik, Paula and Ben Dubrovsky (1997). Creating and Designing Multimedia with Director. Upper Saddle River: Prentice Hall.

Perry, Paul. (1994). Multimedia Developer's Guide. Sams Publishing.

Persidsky, Andre, and Helmut Kobler (1995) Director for Macintosh. Berkeley: Peachpit Press.

Shuman, James E. (1997) Multimedia in Action. New York: Wadsworth.

Stansberry, Domenic (1997). Labyrinths: The Art of Interactive Writing & Design. Belmont: Wadsworth

Tay ,Vaughn (1996). Multimedia:Making it Work. Berkley: Osborn/McGraw-Hill.

Vaughan, Peter and Tim Vaughn (1997). Director Close-up: Interactivity & Animation. New York: Wadsworth Publishing Co.

Watkinson, John (1994). The Art of Digital Audio, 2nd Edition. Englewood Cliffs, NJ: Prentice Hall.

# Course Analysis Questionnaire

## Section A: Details of the Course

(A1) This course is an elective for students with a major or minor in Communications

- (A2) The course will neither supplant nor require changes in the content of existing courses or requirements for other programs.
- (A3) This course has been offered on a Special Topics basis as CM 481, Multimedia Production, in the Fall of 1995 and the Spring of 1996. Both sections closed at the maximum enrollment of 17 students.
- (A4) This course will not be offered on a dual level basis.
- (A5) This course will not be offered for variable credit
- (A6) Ithaca College: Park School of Communications: 25-350 Interactive Multimedia
- (A7) The content of this course is not required or recommended by an accrediting body, professional society, law or other external agency. The results of a recent 5-year review by the