

College of San Mateo

Course Outline

- New Course
 Update/No change
 Course Revision (Minor)
 Course Revision (Major)

Date: December 1, 2007

| | | | |
|---|---|---------|-------------------|
| Department: | MULT | Number: | 392 |
| Course Title: | MULTIMEDIA INTERNSHIP | Units: | 3.0 |
| Hours/Week: | Lecture: 3 | Lab: 1 | By Arrangement: 1 |
| Length of Course | Grading | | |
| <input checked="" type="checkbox"/> Semester-long | <input type="checkbox"/> Letter | | |
| <input type="checkbox"/> Short course (Number of weeks ___) | <input type="checkbox"/> Credit/No Credit | | |
| <input type="checkbox"/> Open entry/Open exit | <input checked="" type="checkbox"/> Grade Option (letter or Credit/No Credit) | | |

1. **Prerequisite** (Attach Enrollment Limitation Validation Form.)

MULT 253 Multimedia Design or equivalent and
One of the following: MULT 172 or equivalent, 187 or equivalent, 274 or equivalent

2. **Corequisite** (Attach Enrollment Limitation Validation Form.)

3. **Recommended Preparation** (Attach Enrollment Validation Form.)

MULT 113 Fundamentals of MAC OS and File Management or equivalent
Eligibility for ENGL 838 or ENGL 848 or equivalent

4. **Catalog Description** (Include prerequisites/corequisites/recommended preparation.)

This is the capstone courses to the Multimedia program. Students create multimedia projects using production and design techniques covered in previous courses. Students are given "real" projects and work directly with a client. Student get hands-on experience in client interviewing and management, Lecture 48 Lab 16 TBA 16

Prerequisite: MULT 253 or equivalent and

One of the following: MULT 172 or equivalent, 187 or equivalent, 274 or equivalent

Recommended Preparation: MULT 113 Fundamentals of MAC OS and File Management or equivalent

Eligibility for ENGL 838 or ENGL 848 or equivalent

5. **Class Schedule Description** (Include prerequisites/corequisites/recommended preparation.)

This is the capstone courses to the Multimedia program. Students create multimedia projects using production and design techniques covered in previous courses. Students are given "real" projects and work directly with a client. Student get hands-on experience in client interviewing and management, Lecture 48 Lab 16 TBA 16

Prerequisite: MULT 253 or equivalent and

One of the following: MULT 172 or equivalent, 187 or equivalent, 274 or equivalent

Recommended Preparation: MULT 113 Fundamentals of MAC OS and File Management or equivalent

Eligibility for ENGL 838 or ENGL 848 or equivalent

6. Student Learning Outcomes (Identify 1-6 expected learner outcomes using active verbs.)

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

1. demonstrate and understand project documentation.
2. demonstrate and acquire request for proposal [RFP].
3. identify architecture specifications.
4. demonstrate the ability to design composites.
5. demonstrate the ability to work on a collaborative project.
6. identify ADA issues.
7. demonstrate the ability to create a usability test.
8. demonstrate the ability to create a maintenance plan.
9. demonstrate the ability to create a completion letter.

10. demonstrate the ability to communicate effectively.

7. Course Objectives (Identify specific teaching objectives detailing course content and activities. For some courses, the course objectives will be the same as the student learning outcomes. If this is the case, please simply indicate this in this section).

Same as Student Learning Outcomes

8. Course Content (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, you may attach a sample course syllabus with a timeline.)

Syllabus Attached

9. Representative Instructional Methods (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Include examples of out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills.)

A. Lecture/Discussion

Encompassing in-class demonstrations & explanations on course topics

B. Labs

Students will demonstrate examples of course topics on lab computers

C. Reading assignments

Students will be given a reading assignment to become familiar with the material presented in a corresponding lecture, lab, or quiz.

D. Project assignments

Students will be given a project assignment to demonstrate their knowledge of the software

10. **Representative Methods of Evaluation** (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class, then applied skills.)

Projects

Student will be assigned projects to execute to specifications. Students will be graded on performance of these projects.

Quizzes

Students will be tested on their retention of important principles

In-class Demonstrations

Students will be asked to demonstrate course topics

11. **Representative Text Materials** (With few exceptions, texts need to be current. Include publication dates.)

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines 12th Edition
Graphic Artist Guild, Inc.
ISBN: 0932102123; Published: 2007

Prepared by:

(Signature)

Email address:

bennettd@smccd.edu

Submission Date:

Multimedia Internship - MULT 392

CSM Spring 2008 Bldg: 27-100

Instructor: Diana Bennett bennettd@smccd.edu Phone: 650.358.6769

Instructor Web Site: <http://www.smccd.net/accounts/bennettd/>

Office Hours: Monday 5pm - 6pm & Wednesday 1pm - 2pm Office: 100-A

Monday - Section 41296 3:10 pm - 6:15 pm January 28 - June 2

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Student Learning Outcome:

This is the capstone course to the Multimedia program. Students create multimedia projects using production and design techniques covered in previous courses. Students are given "real" projects and work directly with a client. Student get hands-on experience in client interviewing and management. Prerequisite: MULT 253 or equivalent and Eligibility for ENGL 838 or ENGL 848 or equivalent and One of the following: MULT 172 or equivalent, 187 or equivalent, 274 or equivalent. Recommended Preparation: MULT 113 Fundamentals of MAC OS and File Management or equivalent. Plus one hour by arrangement.

Upon successful completion of MULT 392, The student will be able to:

1. have an understanding of project documentation.
2. demonstrate and obtain information for a request for proposal [RFP].
3. have an understanding of how to identify architecture specifications.
4. demonstrate the ability to design composites.
5. demonstrate the ability to work on a collaborative project.
6. have an understanding of accessibility for users with disabilities.
7. demonstrate the ability create a usability test.
8. demonstrate the ability create a maintenance plan.
9. demonstrate the ability to create a completion letter.
10. demonstrate the ability to communicate effectively.

Class Guidelines:

Instructor reserves the right to change/edit class and projects to meet the needs of the students when necessary.

Gathering and preparing source materials for your project will take additional time. Please allow for this time and plan for this process.

Copyright Permission must be obtained for all sources not created by you.

Computer Skill Prerequisites:

Students will have basic familiarity with either a Macintosh or Window computer. Students are comfortable using a computer keyboard and a mouse to operate a computer. Students are familiar with standard elements used by most computer applications, such as the File and Edit menus: how to start an application; how to create and open documents; how to print documents: how to cut, copy and paste: how to quit an application.

Required Textbook:

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines 12th Edition

Graphic Artist Guild, Inc.

ISBN-13: 9780932102133; Published: September 2007

Required Materials:

Storage Media:

USB Thumb Drive

Students are responsible for bringing text book and electronic files to every class - No exceptions

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650.358.6769 Instructor Web Site: <http://www.smccd.net/accounts/bennettd/> Office Hours:

Monday 5pm - 6pm & Wednesday 1pm - 2pm Office: 100-A Monday - Section 41296 3:10 pm -

6:15 pm January 28 - June 2

Attendance/College Policies:

This is a hands-on computer class and attendance is crucial to receive a passing grade of "D". Students are responsible for obtaining all course information and turning in all due assignments/projects if an absence occurs. Students are responsible for emailing instructor if an absence occurs prior to class.

It is the students responsibility to adhere to all college polices in the CSM catalog.

Guidelines for a High Grade (B or Higher):

- [1] Attend ALL classes and avoid being tardy
- [2] Complete your READING assignments on or ahead of schedule
- [3] Complete your PROJECTS on or ahead of schedule
- [4] Be resourceful AND creative with your ideas
- [5] PARTICIPATE in class discussions and critiques
- [6] Turn in MORE work than is requested for assignments
- [7] Turn in clean, well organized and presented work in CORRECT format
- [8] DONOT surf the internet, chat online or instant message during class.
- [9] BRING text book and all electronic files to every class to avoid losing grade points.
- [10] Attendance is CRUCIAL to keeping up with class to avoid losing grade points.
- [11] When in doubt, attend open lab sessions and never..hesitate to ASK.

Grading & Evaluation:

Class Attendance = 80 pts (5 pts per class)

Project 1 = 25 pts

Project 2 = 25 pts

Project 3 = 25 pts

Project 4 = 25 pts

Project 5 = 35 pts

Project 6 = 100 pts

Minus = -5 pts No textbook/class files brought to class

Credit/NoCredit:

Students must complete course work with a minimum Grade B to receive credit and attendance is required.

Grading Scale

A = 200 - 315 pts

B = 101 - 199 pts

C = 76 - 100 pts

D = 51 - 75 pts

F = 0 - 50 pts Diana Bennett © 2008 All Rights Reserved Multimedia Internship - MULT

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| | Schedule |
|----------------|----------|
| Week 1 | |
| | 1/28 |
| Week 2 | |
| | 2/4 |
| Week 3 | |
| | 2/11 |
| Week 4 | |
| | 2/18 |
| Week 5 | |
| | 2/25 |
| Week 6 | |
| | 3/3 |
| Week 7 | |
| | 3/10 |
| Week 8 | |
| | 3/17 |
| Week 9 | |
| | 3/24 |
| Week 10 | |
| | 3/31 |
| Week 11 | |
| | 4/07 |
| Week 12 | |
| 4/14 | |
| Week 13 | |
| | 4/21 |
| Week 14 | |
| | 4/28 |

Lessons/Homework

Purchase Textbook
 The Graphic Artists Guild
 Professional Relationships
 Legal Rights & Issues
 Standard Contracts & Business Tools
 Professional Issues
 Technology Issues
 Essential Business Practices
 Salaries & Trade Customs
 Graphics Design Prices & Trade Customs
 Web Design & Other Digital Media
 Illustration Prices & Trade Customs
 Cartooning & Trade Customs
 Animation Prices & Trade Customs

In Class

Overview of class expectations and procedures.
TEAM Meeting - Instructor Away
 Meeting with Science Faculty

Collaborative Teams Selected
Team Tasks and Timeline
Client Survey Elements
PRESIDENTS HOLIDAY - NO CLASS
Team pros & cons. How to make it work.
RFP Elements
Due: Project #1
Team Problem Solving
Contracts Elements
Flowchart Elements
Due: Project #2
SPRING BREAK - NO CLASS
Mockup Elements
DUE: Project 3
Accessibility
DUE: Project 4
Quality Beta Testing
Due: Project #5
XXX
Project Progress Report
Project Due
DUE: Project 6

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Schedule

Week 15

5/05

Week 16

5/12

Week 17

5/19

Week 18

5/26

Week 19

6/02

Homework

Surface Designs Prices & Trade Practices

Reading Assignments will be from the GAG Handbook,

Pricing and Ethical Guidelines.

Lessons

XXX

XXX

XXX

MEMORIAL DAY HOLIDAY - NO CLASS

FINALS Diana Bennett © 2008 All Rights Reserved **Multimedia Internship - MULT 392**

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MULT392 - Projects

Projects:

All projects are due at the beginning of class. Computer access required beyond class hours to complete projects. See posted open lab hours. This is a Team project and collaboration will be required to complete projects. All final assignments must have client and instructor approval.

All projects will be produced as a rough and then final produced after class critiques
Class Critiques presentations of all projects - You are expected to participate..
You will not pass this class if all 6 projects are not completed and functional.

When in doubt, never..hesitate to **ASK** prior to due date.

ENJOY THE PROCESS AND HAVE FUN!

Project 1: = 25 pts

Client Survey

- A. Typed Survey for your assigned project
- B. Include Team Members, Class, Instructor, Client, Date
- C. **Project Due: 2/25 Turn in printed paper, .doc & pdf efiles** Class presentation.

Project 2: = 25 pts

RFP - Request for Proposal

- A. Typed RFP for your assigned project
- B. Include Team Members, Class, Instructor, Client, Date
- Typed Proposal of Project must include the following:
Title of Project, Team members, Contact Persons of project (Name. phone, email)
Target Audience (Be specific)
Purpose (Why)
Cost of Project (RFB - Request for bid)
Team Assignment/Responsibilities/Tasks
Asset List (Components needed or provided)
- C. **Project Due: 3/10 Turn in printed paper, .doc & pdf efiles** Class presentation.

Project 3: = 25 pts

Client/Project Contract

- A. Typed Client/Project Contract
- B. Include Team Name, Class, Instructor, Client, Date
- C. **Project Due: 3/24 Turn in printed paper, .doc & pdf efiles** Class presentation.

Project 4: = 25 pts

Flowchart —

- A. Mounted Flowchart - Class Presentation
Basic framework of design and production of your project
Flowchart (visual) - The basic infra-structure of your project
 - B. **Project Due: 3/31 Turn in printed paper, .doc or .ai & pdf efiles** Class presentation.
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Project 5: = 35 pts

Client/Project Mock-ups

- A. Typed Client/Project Invoice
- B. Include Team Name, Class, Instructor, Client
- C. Storyboard (text) - Rough sketches/drawing of your project
- D. Mockups/Comps (visual) (3 different designs)
- E. **Project Due: 4/07 .psd format** Class presentation.

Project 6: = 100 pts

- A. Completed Client Project - Functional
- B. Correct format (DVD, Web, Video, etc.)
- C. Project has received final approval of completion from Instructor
- D. Client has received completed final project. (Web - Must be uploaded to server)
- E. Two copies of final project on CD or DVD to Instructor [Client and instructor copy.]
- F. **Project Due: 4/28** Class presentation.

If you have questions regarding projects **PLEASE** don't hesitate to **ASK** before the project is due.

Computer access required beyond class hours to complete projects.

ASSIGNMENTS WILL BE DUE AT THE BEGINNING OF EACH CLASS UPLOADED TO SERVER. NO LATE OR INCOMPLETE PROJECTS WILL BE ACCEPTED.

REMINDER:

Gathering and preparing source materials for your WEBSITE will take additional time. Please allow for this time and plan for this process.

Copyright Permission must be obtained for all sources not created by you.