

# MULTIMEDIA STUDIES

The Multimedia Studies program provides students with a strong foundation in the emerging multimedia industry. Specific training is provided in the use of both software and hardware, content development and industry practices associated with producing multimedia products. Students are provided hands-on experience in multimedia through work-experience programs, internships, and on-campus instructional support projects.

## Career Opportunities

Graphic Artist	Animator
Game Designer	Writer
Programmer	Visual Designer
2D/3D Animator	Video Producer
Creative Director	Sound Designer

## Faculty

### Part-Time

Fundi Lehohn	Jorge Sanchez-Perez
--------------	---------------------

## Multimedia

### Associate in Science Degree Certificate of Achievement

Required Core Courses:		Units
MM R101	Multimedia: An Overview	2
MM R102	Multimedia Visual Design	3
MM R103	Audio and Motion Graphics	3
MM R104	Multimedia Design	3
MM R105	Multimedia Production	3
MM R106	Multimedia Portfolios	3
<b>Total Required Units</b>		<b>17</b>

### Specialty Options (select one)

#### Art/Graphics Option

ART R104A	Beginning Color and Design	2
ART R104B	Intermediate Color and Design	2
ART R106A	Beginning Drawing	3
ART R130	Introduction to Commercial Art	2
PHOT R100	Introduction to Photography	3
		<b>12</b>

#### Broadcast/Television Option

TV R101	Broadcast Studio Operation	3
TV R102	Television Production Workshop	3
TV R103	Television Directing and Editing	3
TV R105	Television Writing	3
		<b>12</b>

#### Business Option

BUS R111A	Business Law I	3
BUS R120	Introduction to Business	3
BUS R121	Introduction to Management	3
BUS R123	Small Business Management	3
BUS R132A	Marketing	3
BUS R133	Advertising	3
		<b>18</b>

## Journalism Option

JOUR R101	News Writing and Reporting	3
JOUR R104	Journalistic Layout and Design	3
JOUR R105	Magazine Production	2
JOUR R120	Newspaper Desktop Publishing with PageMaker	2
JOUR R133	Advertising	3
		<b>13</b>

## Music Option

MUS R101	Fundamentals of Music	3
MUS R103A	Music Appreciation I: Listening and Understanding	3
MUS R107A	Class Piano I	2
MUS R107B	Class Piano II	2
		<b>10</b>

## Programming Option

CISR100	Introduction to Computer Information Processing Systems	3
CISR101	Problem Principles and Design	3
CISR114A/L	COBOL Programming I/Lab	3/1
		<b>10*</b>

\*Plus one more course, to be determined by the department.

## Web Design Option

CISR022A/L	Microsoft Office/Lab	3/1
CISR025A/L	PowerPoint/Lab	2/1
CISR028B/L	PageMaker/Lab	3/1
CISR114A/L	COBOL Programming I/Lab	3/1
		<b>15*</b>

\*Plus one more course, to be determined by the department.

## Multimedia Courses

### MM R101—Multimedia: An Overview **2 units** *2 hours lecture weekly*

This course presents an overview of the multimedia industry, including the commercial, artistic, and technical aspects of development and production. Topics include: the composition of development teams, occupational opportunities, evaluating multimedia, visual literacy's influence on our culture, and writing for nonlinearity. Field trips may be required.

*Transfer credit: CSU*

### MM R102—Multimedia Visual Design **3 units** *2 hours lecture, 3 hours lab weekly*

Using traditional and computer art tools, students learn principles of design, including: line, shape/form, space, size/scale, texture/pattern, orientation, light, value, volume, perspective, typography, and color. These principles are explored in a series of progressive projects that help students produce media that are aesthetically rich and artistically sound. Field trips may be required.

*Transfer credit: CSU*

### MM R103—Audio and Motion Graphics **3 units** *2 hours lecture, 3 hours lab weekly*

The student will be introduced to audio and video production for multimedia. Topics include: creating, editing, or retooling preexisting sound and video files for multimedia projects; fundamentals of camera work, lighting, sound development, editing, and story boarding for interactive media. Field trips may be required.

*Transfer credit: CSU*

### MM R104—Multimedia Design **3 units** *2 hours lecture, 3 hours lab weekly*

Students work collaboratively to write, design, and produce a full-scale, multimedia product, such as an online tutorial, interactive game or informative kiosk program. Using skills acquired in prior courses, students learn how to put it all together in two successive courses, from concept formation to formative evaluation, while working as a team on teacher-guided, real-world projects. Students design their projects, ideas are generated, specification documents/story boards are constructed, prospectus reports and scripts are written, delivery platforms are considered, media requirements are identified, preexisting media are collected, interfaces are designed, and rapid prototypes are created. Field trips may be required.

*Transfer credit: CSU*

**MM R105—Multimedia Production** **3 units**

*2 hours lecture, 3 hours lab weekly*

Students work collaboratively to produce artifacts from designs and specifications (including created media). Students will write formative evaluations and documentation/instructional manuals. Field trips may be required.

*Transfer credit: CSU*

**MM R106—Multimedia Portfolios** **3 units**

*2 hours lecture, 3 hours lab weekly*

Students develop entrepreneurship skills to prepare for self-managed and flexible careers in multimedia. Topics to be covered include: how to contact and communicate with prospective employers in written and verbal format, how to design and develop an effective resume and online portfolio, and how to present work or project ideas. Field trips may be required.

*Transfer credit: CSU*