

Prerequisite: Multimedia Technology 101.

MULTIMEDIA TECHNOLOGY (MMTC)

101 Introduction to Media 3 credit hours

Offered fall semester. Three hours lecture and discussion a week.

This course is a survey course in the use, effect, and construction of media. Topics included are theory of communication and learning, behavioral objectives, scriptwriting, and review of current media.

102 Introduction to Video Production 3 credit hours

Offered spring semester. Two hours lecture and three hours laboratory a week. Fee: \$80.00.

This course will introduce the student to the highly complex and technical aspects of television while developing skills to use this medium for worthwhile communication purposes. Hands-on experience will include single-camera production. Lighting, audio, scriptwriting, non-linear computer-based editing and application are also a part of this course.

103 Introduction to Photography 3 credit hours

Offered fall semester. Two hours lecture and three hours laboratory a week. Fee: \$70.00.

This is an introductory course in photography that includes digital camera and industry-standard photography editing software. Assignments will teach technical skills and aesthetics and will familiarize the student with processes of capturing, editing, and sharing images in various forms. Lighting and studio portrait techniques are explored.

106 Audio Production 3 credit hours

Offered spring semester. Two hours lecture and three hours laboratory a week. Fee: \$80.00.

This course deals with the theoretical and practical aspects of audio recording and reproduction. Applications will include audio recording for analog technologies and focus more on digital sound recording and editing concepts. The course will include recording and editing techniques used in broadcasting, television, video and multimedia.

201 Multimedia Production 3 credit hours

Offered fall semester. Two hours lecture and three hours laboratory a week. Fee: \$80.00.

This course prepares students for the multimedia field by giving them hands-on experience in a multi-camera studio setting, live event setup, signal flow and multimedia projection. Continued instruction on non-linear editing software is a part of this course.

Prerequisite: Multimedia Technology 102, 103, and 106.

207 Graphics 3 credit hours

Offered fall semester. Two hours lecture and three hours laboratory a week. Fee: \$70.00.

After a brief introduction to computer system basics, the course will focus on computer production of graphics for presentations, video, multi-media, and print production. Software types covered will be paint, draw, page layout, presentation, and image editing. Familiarity with Windows and/or Macintosh operating environment will be helpful. **This course requires the use of software that students will either be required to purchase or the students will have to use the designated campus labs.**

208 Principles of Media Production 3 credit hours

Offered spring semester. Three hours lecture and discussion a week.

This is a survey course in the social implication of modern media. This course will center on programming decisions, program distribution, regulations and personnel. Additional topics include: script writing for radio and television, including scripting of documentaries, commercials, news programs, special features, talk programs, educational productions and informational programs.

210 Practicum 3 credit hours

Offered spring semester. One hour per week lecture and a total 90 hours of practical field placement per semester. Fee: \$70.00.

This course is an organized work-study/internship experience in which individuals are placed in situations in the community to be responsible for the operation and/or production of media services. Local businesses and institutions, in addition to ACM, will be utilized for this course. Students will gain practical field experience in this course. Students will practice resume and cover letter writing, application submissions, and interview skills.

Prerequisite: Student must have the consent of the instructor or meet the following criteria: Student must be enrolled in the Multimedia Technology program, have successfully completed no fewer than 18 Multimedia Technology credits, and have a 2.75 overall GPA.

211 Advanced Photography 3 credit hours

Offered spring semester. Two hours lecture and three hours laboratory a week. Fee: \$70.00.

This course will explore further the study of aesthetic and technical theories and techniques of photography. Students will also explore advanced digital camera and image editing software techniques. Students will complete assignments that will advance the style of their images to the professional level. It is highly encouraged that students have their own digital camera for this course. Specialized photography, lighting, composition, camera control and settings are learned in the course. **This course requires the use of software that students will either be required to purchase or the students will have to use the designated campus labs.**

Prerequisite: Multimedia Technology 103 or consent of instructor.

212 Interactive Multimedia Design 3 credit hours

Offered spring semester. Two hours lecture and three hours laboratory a week. Fee: \$70.00.

This is a course dealing with the emerging aspects of visual perception. The course links aspects of graphic design, photography, television, and interactive multimedia. The course is designed to explore the many ways visual information is produced and consumed in today's media-rich society. **This course requires the use of software that students will either be required to purchase or the students will have to use the designated campus labs.**

216 Video Desktop Publishing 3 credit hours

Offered spring semester. Two hours lecture and three hours laboratory a week. Fee: \$80.00.

This course will provide a comprehensive introduction to various software used in video editing for television and corporate video. The student will master the skills necessary to shoot video and produce a final edited product.

Prerequisite: Multimedia Technology 201 or consent of Instructor.

217 Page Layout and Desktop Publishing 3 credit hours

Offered spring semester. Two hours lecture and three hours laboratory a week. Fee: \$70.00.

This course will provide a comprehensive introduction to various software used in Desktop Publishing. Students will learn to apply basic layout skills in producing desktop published documents on a Macintosh computer. The course will cover main menus, file manipulation, document preparation, text manipulation, creating, importing and modifying graphic images. **This course requires the use of software that students will either be required to purchase or the students will have to use the designated campus labs.**

220 Social Media Marketing

3 credit hours

Offered spring semester. Three hours lecture and discussion a week. Fee: \$70.00

Explores the dynamic nature of social media as it transforms marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class identifies, explains and critiques the different methodologies used for social media marketing. Topics include creating social media, integrating social media into a marketing campaign, engaging in viral marketing, measuring social media success through analytics, and using social media marketing to maximize success in a variety of small and large organizations.

Prerequisite: Business Administration 216.

299 Independent Study

3 credit hours

Fee: \$70.00.

This is an independent study course designed to allow selected Multimedia Technology students to specialize in an area of the Multimedia Technology curriculum. Emphasis will be placed upon the development of new or practical skills in production.

Prerequisite: Consent of advisor and demonstrated proficiency by the student.