**Multimedia I (CPA) Course Outline**

**First Semester**

1) Defining Multimedia and Overview of the field of multimedia

2) History of media and multimedia. (include screenings)

a. Persistence of vision: the science of film (Thuamatrope and Zoetrope), Leland Stanford and Muybridge (series photography),

b. Thomas Edison and the kinetoscope, Lumierre Bros. and the cinematograph, nickelodeons.

c. George Melies and introduction of special effects.

d. Developments in film: Moving camera, first “talkies”, use of color, and digital technology and what we use in class.

e. Exploding Plastics Inevitable (1965, performance combining live rock music, cinema, experimental lighting and performance art; evolving use of the term and definition of multimedia)

f. The impact of computers, the internet and other technologies

g. Digital cinema and the future multimedia

3) Multimedia Design and Literacy

a. Image Composition

b. Digital Photography and Image Manipulation

c. Equipment Care and Management

d. Critical Thinking and Multimedia

e. Multimedia Literacy: How to Read/View Media

f. Media Study

g. Basic Media Production Knowledge and Skills

• Appropriate human relations skills

• Language and math skills inherent in multimedia production

• An understanding of multimedia terminology

• Care in the handing of media hardware and software

• Knowledge of and concern for production values

• Safety – student demonstrates safe production practices and equipment operation

4) Review/Enhancement of Computer and Internet Skills; Introduction to Multimedia Software

• Basic computer and internet operations and terminology

• Variety of computer operations, file structures, formats and applications

• Computer graphics terminology, programs, and techniques

• Two and three-dimensional computer graphic images

• Demonstration of the knowledge and skills needed to act as an art director on a multimedia project

• Email and netiquette, strategic use of the web in research and multimedia production

5) Digital Imaging Graphic Manipulation and Design

• Understanding of terminology, technique, software, hardware, videocameras, digital cameras, CD-Roms, etc.

• Knowledge of variety of digital acquisition hardware

• Production of digital images using a variety of photo manipulation software

• Knowledge of a variety of output devices

• Design and Production of a variety of desktop publishing projects

6) Computer Animation

• Understanding of terminology, technique, software and hardware

• Knowledge of two and three-dimensional animation software and techniques

• Design and production of computer animations for a variety of video and multimedia applications.

7) Audio Production

• Understanding of terminology, technique, software and hardware

• Sound Design: elements of sound

Room tone: continuity of space and sound.

Use of silence

• Identifying and refining the use of various elements.

• Ambience: how does ambience identify and enhance theme, location.6

• ADR, looping: practical vs. stylistic application.

• Effects: Designing sounds for effect. Realism vs. stylistic

• Score, music: diegetic vs. non-diegetic sound, local music.

a. Demonstrate mastery in use of variety of audio production equipment

b. Digital Audio Production

c. Electronic Music and other internet-based audio tools

8) Multimedia Production Project Design and Management (includes Multimedia Authoring Project)

9) Video Production

• Introduction to Video Cameras, tripods other equipment

• Video Cameras and Artistic Possibilities – shot composition, etc.

• Pre-Production

• research

• ideation

• story structure, outlining/scripting, storyboarding

• casting, rehearsing, location selection

• soundtrack selection/development

\* Production

• PURPOSE: What could be the historical, political, local impact of your multimedia production?

• Choosing your material: group discussion of setting, theme, story or other purpose, budget.

• Choosing story or message perspective.

• Artistic style considerations.

• Crew conduct and professionalism: communication, cooperation and team work.

• Videotaping

• Audio Recording

• Working with natural and artificial light

• Directing

• Acting

1. Post-production

• Introduction to Editing

o Features and programs (iMovie and Final Cut Pro)

o Enhancing story/message

o Using effects: form vs. function

 straight cuts

 transitions

 text-on-screen

 other effects

• Editing audio

• Adding music and voice-overs

• Revision for quality

• Outputting finished piece

• Presentation and reflection

**Second Semester**

1) Refining the Multimedia Production Process7

• Proper use of terminology for production and artistic perception.

• Keeping on time and budget: Artistic vision vs. economic restraints.

• Paper trail and public policy. Permits and fines. Legal implications.

• Social/community considerations. Involving the public in art.

2) Critical Analysis

• Examining professional Multimedia work

• Giving Productive Critical Feedback

• Using critical feedback to improve multimedia products

• Reading and Writing Critical Analysis

3) Creating, Identifying and Refining Multimedia Artistic Style

4) Multimedia Studio: Multimedia Projects – Individual and Group (see projects included in sample assignments)

5) Creating a Multimedia Portfolio

• Work Sample Selection: Your multimedia portfolio is a reflection of your growth over time and mastery of multimedia knowledge and skills. (Note: There will be some required student portfolio work samples from assignments designed to demonstrate student mastery of specific visual and performing arts standards. Other work samples will be chosen by students to demonstrate growth and mastery.)

• Emphasis quality over quantity: Identify your/the student-artist’s style and technique, best choices.

• Demonstrate your diversity of style and technique.

• Reflect on your challenges and successes, describe the standards demonstrated, mastery and growth toward mastery, new knowledge and skills

• Mediums: DVD and Web-based

6) Designing a Multimedia Showcase

• Choosing a date (lead time, other events)

• Venue: Selecting a good location and factors that can determine it.

• Seating capacity.

• Length/timing of showcase

• Selection process: Thematic, diversity, genre, criteria, other considerations.

• Program design

• Notification and invitation

• Panel of community and professional judges

7) Portfolio presentations and Evaluations

8) Multimedia Showcase Screening