

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: ART 130 **Credits:** 3

Course Title: Introduction to Multimedia

Course Description:

Introduces the student to the basic components of multimedia: text, graphics, animation, sound, and video, and explores how they combine to create a multimedia product. Emphasizes the design aspects of multimedia projects and teaches the techniques required to develop a presentation. Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week. 3 credits

General Course Purpose:

The course provides an overview of the theories and concepts of design as they pertain to the multimedia environment. It teaches students the skills and techniques needed to create a multimedia produce. The course also provides hands-on experience with the basic set-up and operation of the microcomputer and familiarize the student with the application software pertinent to multimedia design and development.

Course Prerequisites and Co-requisites:

School of Humanities and Social Sciences approval.

Student Learning Outcomes:

Upon completing the course, the student will be able to

- Design different basic multimedia products using industry standard software as a tool
- Demonstrate skills to proceed to the next level of multimedia design
- Converse in the language of multimedia design and develop a technical vocabulary
- Apply aesthetics based on fundamental design principles to multimedia works

Major Topics to Be Included:

- a. The basic concept and design of a multimedia project
- b. How text, graphics, animation, sound and video integrate into a cohesive project
- c. The concept of sequential imagery as it applies to storyboarding and scripting.
- d. Development of a prototype
- e. The aesthetic and technical vocabulary pertinent to multimedia design
- f. The types of multimedia currently in use

Effective Date/Updated: March 29, 2023