Syllabus | MMP 460 - Multimedia Project Lab

4 credits, 3 hours lecture, 2 hour lab

COURSE DESCRIPTION

Students will work collaboratively to plan, design and create a complete interactive, multimedia project. Projects may be drawn from such applications and tools as: media campaign; information kiosks; websites and mobile apps; physical computing, and digital fabrication.

PREREQUISITES:

MMP200 and MMP210 or MMA/ART 100

Course Student Learning Outcomes (Students will be able to…)	Measurements (means of assessment for student learning outcomes listed in first column
Students will work in a group to plan, design and produce a complete, interactive multimedia project.	Campaign project
Students will apply advanced digital skills, and combine several types of media to create a cohesive project.	Campaign project
Students will carefully assess their target audience and design their project accordingly.	Campaign project
Students will assess and improve their portfolio to assist them in meeting their educational/career goals.	Portfolio assignment

REQUIRED TEXT

- This is an OER course. All resources are provided on the class website: https://openlab.bmcc.cuny.edu/mmp460/

RECOMMENDED TEXT

- A good HTML5/CSS book
- The Design of Everyday Things: Revised and Expanded Edition by Don Norman
- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) by Steve Krug
- 100 Things Every Designer Needs to Know About People by Susan Weinschenk

OTHER REQUIRED RESOURCES

- A USB drive.

USE OF TECHNOLOGY

- Students will use computers and various software applications to work on interactive, multimedia projects.
- Students will use various online resources in class and at home.

REQUIREMENTS & EVALUATION OF STUDENTS

- Workshop exercises: 25%
- Portfolio: 15%
- Campaign project: 50%
- Class performance: 10%

OUTLINE OF TOPICS

- Digital media workshops (four from the following list: Typography, HTML/CSS, Bootstrap, WordPress, UX, Design Systems, Designing for Social Media, Kinetic typograph, AR/VR, Physical computing, Digital fabrication)
- Portfolio review and enhancement
- Teamwork/collaboration strategies
- Campaign project - Project research
- Campaign project - User Experience
- Campaign project - Visual Design
- Campaign project - Development
- Campaign project – Presentation

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column
Communication Skills- Students will be able to write, read, listen and speak critically and effectively	Class presentations, critiques and project briefs.
Quantitative Reasoning: Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	n/a
Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	n/a

Social and Behavioral Science- Students will be apply the concepts and methods of the social sciences	n/a
Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	Design assignments and class critique discussions.
Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Design assignments and project briefs.
Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	Design assignments, project briefs and class critique discussions.

ACADEMIC ADJUSTMENTS FOR STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC POLICY ON PLAGIARISM AND ACADEMIC INTEGRITY STATEMENT

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).