



## Course Outline

2026-2027 Catalog

### MSP 1 - Multimedia Careers

#### Catalog Description

**Transfer Status:** CSU

**Unit(s):** 3.00

**Lecture:** 42.50 Contact hours/85.00 Out of class hours/127.50 Total hours/2.50 Unit(s)

**Lab:** 25.50 Contact hours/0.00 Out of class hours/25.50 Total hours/0.50 Unit(s)

**Total:** 68.00 Contact hours/85.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

**Course Description:** This course introduces the fundamental concepts and skills needed to pursue a multimedia career, and is taken during the first semester of enrollment in the program. The course develops a strong foundation for more specialized course work in Graphic Design for Print and Digital Media, Digital Video and Audio, Digital Photography, Two-and Three-Dimensional Modeling and Animation, and Multimedia Authoring.

#### Objectives

Upon successful completion of this course, the student should be able to:

1. Identify and describe the different kinds of multimedia careers and the skills required to enter these careers.
2. Identify and perform basic operations in the software applications that are commonly used in the design field.
3. Identify and pursue specialized course work in one or more of the multimedia career tracks based on personal interest.

#### Course Content

##### Topic Titles / Suggested Time Topic

##### Lecture

| <u>Topics</u>                           | <u>Lec Hrs</u> |
|-----------------------------------------|----------------|
| Content Development                     | 3.00           |
| Interface Design                        | 3.00           |
| Project Management                      | 4.00           |
| Applied Graphic Design                  | 3.00           |
| Digital Audio                           | 3.00           |
| Digital Photography                     | 3.00           |
| Image Content                           | 4.00           |
| Copyright                               | 3.00           |
| Censorship                              | 3.00           |
| Job Seeking Skills                      | 3.00           |
| Entrepreneurial Skills                  | 3.00           |
| Introduction to Multimedia Career Paths | 3.50           |
| Image Sequencing (Story Boarding)       | 4.00           |

**Total Hours: 42.50**

##### Lab

| <u>Topics</u>                                      | <u>Lab Hrs</u> |
|----------------------------------------------------|----------------|
| Use of the Macintosh and Windows Operating Systems | 5.50           |
| Graphic Design and Multimedia Software             | 10.00          |
| Produce Design Projects                            | 10.00          |

**Total Hours: 25.50**

#### Methods of Instruction

- A. Demonstrations
- B. Group Discussions
- C. Guest Speakers
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Multimedia Presentations

## Methods of Evaluation

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- A. Research Projects
- B. Oral Presentation
- C. Written Assignments
- D. Examinations

## Examples of Assignments

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### Reading Assignments

1. Visit creativehotlist.com and read five job announcements in the newest job list. Share with the class.
2. Read the handout on advertisement industry supplied by the instructor. Select one agency to review and share your findings with the class.

### Writing Assignments

1. Working in groups of five, develop a print and online advertising campaign and write a client brief.
2. Select one job announcement and write down any technical words you do not understand.

### Out-of-Class Assignments

1. Visit design firm website supplied by the instructor and review three videos on that website related to design professions. Share your review with the class.
2. Research new technologies in design and multimedia online. Share with the class.

## Recommended Materials of Instruction

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### Other Learning Materials

Articles and other written materials

Tutorials

Examples brought in by students and instructor

Internet sites

Guest Speakers

### Minimum Qualifications

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Art (Masters Required)

Graphic Arts

Media Production

Telecommunication Technology

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**Created/Revised by:** Donnelly, Daniel

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