

IMM - INTERACTIVE MULTIMEDIA

IMM 110 Multimedia Graphics & Design

This course introduces students to multimedia and the design and development process for creating digital media content. Students gain an in-depth knowledge of digital imaging as well as design principles and communication techniques. Students use Adobe Photoshop, an industry-standard graphics tool, to create and edit professional-looking images for multimedia, web, and mobile projects. Course content covers the knowledge and skills needed to prepare students for the Adobe Certified Professional in Visual Design Using Adobe Photoshop exam.

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

Utilize effective communication techniques for sharing design plans with colleagues and clients.

Identify legal and ethical considerations for utilizing content in digital design.

Define and utilize key vocabulary related to visual design and digital images.

Recognize basic design principles and best practices in the design industry.

Set and adjust Adobe Photoshop's interface and settings to create an efficient and effective workflow.

Utilize Adobe Photoshop tools such as panels, selection and painting tools, filters, opacity and layer style settings, and blending modes.

Utilize Adobe Photoshop to retouch, create, and publish digital images.

Prerequisite: CS 100* or CS 101*. (*May be taken concurrently.)

3 Credits3 Weekly Lecture Hours

IMM 120 Web Page Design and Development

This course introduces students to publishing on the World Wide Web (WWW) using HTML, Cascading Style Sheet (CSS), and Adobe Dreamweaver. Students gain hands-on experience in creating web pages that include text, images, sound, video, animation and basic JavaScript. The history of the Internet and WWW along with accessibility, universal design, responsive design, and careers in web development are also researched and explored.

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

Describe the history of the Internet and World Wide Web as a communication and marketing tool.

Identify the hardware, software, and networked environment necessary to support the development and maintenance of a website.

Use HTML elements to create web pages that include links, lists, multimedia, forms and tables.

Demonstrate the ability to manipulate images for inclusion in web pages.

Use basic JavaScript to add interactivity to web pages.

Use CSS to format and layout web pages.

Design websites to provide accessibility.

Design websites that apply universal design concepts.

Research and explore careers and education in web development.

Generate design and development documents for a website.

Demonstrate a working knowledge of standard HTML, and CSS to create web pages.

Demonstrate a working knowledge of responsive web design.

Use Adobe Dreamweaver to design and develop web pages.

Upload files to a web server and maintain websites on a web server.

Prerequisite: CS 100 or CS 101.

3 Credits3 Weekly Lecture Hours

IMM 200 UX Design

User experience (UX) design is a discipline concerned with all the elements that together make up the user interface, including layout, visual design, text, brand, sound and interaction. (Source: User Experience Professionals Association). This course introduces multi-device design strategies for navigation, screen layout, and interactive content. Learn how to apply interaction design principles to your apps and web sites to create experiences that are engaging, accessible and usable. Follow a user-centered design process for analyzing, planning, and designing user experiences. Map user needs to your proposed UX design solution with scenarios, storyboards and prototypes. Gain insight on how to incorporate accessibility into your design process to increase accessibility to all people, including those with disabilities.

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

Identify and apply an interactive design process model.

Design applications employing user-centered design techniques.

Analyze techniques for assuring compliance with accessibility guidelines.

Use rapid-prototyping tools to develop user interfaces that utilize interface design standards.

Apply visual principles such as layout, color, iconography, imagery and typography to maximize the UX experience.

Identify career paths, academic programs and training opportunities in the field of User Experience Design.

Prerequisite: IMM 110 and IMM 120.

3 Credits3 Weekly Lecture Hours

IMM 201 Audio and Video for Multimedia

This course provides students with the skills needed to create and edit digital audio and video. There is an emphasis on planning, copyright, workflow, digital capture, editing and delivery alternatives. Students learn to utilize audio and software to deliver professional audio and video for use in multimedia and web programs.

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

Research and evaluate legal issues involving copyright and multimedia production.

Identify equipment specifications for audio and video production.

Demonstrate proficiency in audio and video planning and acquisition.

Demonstrate the use of audio software to record and edit sound/music / voice.

Demonstrate the ability to capture analog and digital video.

Demonstrate the use of video software to record and edit digital video.

Demonstrate proficiency in audio and video output and dissemination.

Demonstrate how audio and video can be integrated with other elements such as texts, graphics, and animation for use in multimedia and web programs.

Create and package a multimedia project that incorporate audio and video.

Prerequisite: CS 100 or CS 101.

3 Credits3 Weekly Lecture Hours