COURSE DESCRIPTION

Prerequisites: Completion of two semesters of multimedia coursework.

Course Description: Application of the planning and production processes for digital media projects. Emphasis on copyright and other legal issues, content design and production management.

Creation of a comprehensive design document including target audience analysis, purpose and goals, objectives, content outline, flowchart, and storyboard. Emphasis is placed on content design and production management.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Analyze client's needs to determine a solution; develop a comprehensive design document that includes target audience analysis, budget, purpose, goals and objectives, content outline, flow chart, and storyboard.

STUDENT LEARNING OUTCOMES:

Upon successful completion of IMED 2313, students will be able to:
- Analyze a client's needs to determine a solution.
- Develop a comprehensive design document that includes target audience analysis, budget, purpose, goals and objectives, content outline, flow chart, and storyboard.
- Identify timeline constraints and project interdependencies.

COURSE MATERIALS

(ISBN# 9781430240839)

Storage: A minimum of 1 GB USB Flash Drive or an account with Dropbox.com to backup files.

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

MAJOR COURSE REQUIREMENTS

Students will produce Unit exercises for the following topics:
- Workflow Processes & Documentation
- Client Survey
- Creative Brief
- Information Architecture
A client presentation will evaluate the student's understanding of multimedia project analysis and design concepts and knowledge presented in each unit.

SUBJECT MATTER
Topics covered in the lecture portion of the course include:
- Project Management Processes
- Project Scope
- Project schedule
- Team member roles
- Target Audience analysis
- Analyzing client’s needs
- Preparing creative briefs
- Preparing functional and technical specifications
- Formulating a proposal and contract for web site design
- Creating preliminary designs or mockups
- Developing user interface specifications
- Researching content and information architecture
- Time management skills
- Project Closure and Transition

DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies