MASC 4450: Multimedia Production

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Learn how to conceptualize and create multimedia projects. This course gives instruction on how to research and produce content across platforms using video, photos, audio and text to create in-depth projects. Prerequisite(s): MASC 2443, MASC 2460, MASC 3720 and senior status.

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Content & Talent
2. Designing & Producing
3. Images
4. Making Multimedia
5. Multimedia Skills
6. Planning & Costing
7. Sound
8. Text
9. Video
10. WordPress

D. LEARNING OUTCOMES (General)

1. apply tools and technologies appropriate for the communication professions in which they will work
2. understand concepts and apply theories in the use and presentation of media information in multiple forms
3. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve
4. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted