Bemidji State University

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. Prerequisites: MASC 3150, MASC 4333 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