TADD 4840: Advanced Interactive Multimedia Design

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

The future of typography and motion graphics is here. Type is conquering motion, space, and interaction to play across all media. Imagine type that is alive and dynamic, that adapts to the environment. This Advanced Interactive Multimedia course provides students with this form of storytelling expressed in a variety of visual media and environments, including screen-based, print-based, and emerging media. This course explores the new ecosystems that typography now resides in and the tools that designers can use to develop meaningful interactive content and experiences. Students will also learn about the exciting career opportunities in this cutting-edge space. The goal of this course is for students to build from previous interactive and multimedia coursework and develop professional portfolio pieces through a production-based learning experience. Prerequisite(s): TADD 4040.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Develop dynamic interactive motion graphics
2. Explore interactive logos and type
3. Understand multimedia to spatializing letterforms
4. Apply typography across analog and digital media
5. Explore typography in emerging and augmented environments
6. Develop typography for scenography and experiences
7. Working with motion graphic tools and interactive storytelling
8. Explore commercial applications for interactive and multimedia

D. LEARNING OUTCOMES (General)

1. apply knowledge of interactive and multimedia design to develop professional portfolio pieces.
2. utilize audio, video, graphics, 3D models in a single production
3. identify career opportunities in interactive and multimedia field.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted