COMMON COURSE OUTLINE: Course discipline/number/title: MCOM 2215: New Media Layout and Design

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): College level reading and writing
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course will introduce critical concepts and build student competence in design related to new media. These new medial include, but are not limited to, web pages, electronic news letters, the use of social media, multimedia CD-ROM's/DVD's. Students will explore the effective use of text, image, and sound in structuring publications and campaigns for mass consumption through all currently popular forms of computer mediated communication.

B. DATE LAST REVISED (Month, year): September, 2012

C. OUTLINE OF MAJOR CONTENT AREAS:
1. Introduction to new media technologies
2. Planning the design process for new media
3. The use of space, size and format
4. The use of lines and contours
5. The use of shapes and their symbolic meanings
6. The use of visual textures
7. The use of perspective
8. The use of colors and symbolic meanings
9. Repetition and rhythm
10. Abstraction in design
11. Interactivity
12. Transitions, motions and pace
13. The use of sound, audio and video clips

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Compare the properties of traditional ("old") media and new media.
2. Name the major stages and steps in the new media design process.
3. Define interactivity.
4. Explain how pixels function to define the elements of new media design.
5. Explain how to identify target audiences and research demographic information.
6. Identify goals in a new medial design project.
7. Differentiate between positive, negative and illusionary space.
8. Describe the visual effects of perspective and distance.
9. Create simple sketches that demonstrate the different uses of shapes and lines.
10. Define image value.
11. Explain how value creates mood.
12. Name the visual elements that can be used to create texture.
13. Use a color-wheel or application to select color combinations for a new media design project.
14. Explain the properties of color including tint, shading and intensity.
15. Define style and describe properties of some of the major artistic styles (such as Art Deco, realism, etc.).
16. Name the major families of typography and describe their defining characteristics and emotions conveyed.
17. Explain how time can be used to create motion, transitions and drama.
18. Produce a chart that explains the navigational structure of a web site.
19. Give examples of interactivity in new media projects.
20. Explain when it is appropriate to use additional media (video, sound) in new media projects.

E. LEARNING OUTCOMES (MNTC): NA
F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   May include any or all of the following:
1. Objective exams
2. Quizzes
3. Small group discussions and projects
4. Oral presentations
5. Written journals
6. Essay exams
7. A portfolio of projects/prototypes made during the semester
8. Or any other activities deemed appropriate by an individual instructor

G. RCTC CORE OUTCOME(S) ADDRESSED:
   - Communication
   - Critical Thinking
   - Global Awareness/Diversity
   - [ ] Civic Responsibility
   - [ ] Personal/Professional Accountability
   - [ ] Aesthetic Response

H. SPECIAL INFORMATION (if any): None