COMMON COURSE OUTLINE: Course discipline/number/title: MCOM 2220: 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 media include, but are not limited to, web pages, electronic news letters, the use of social media, multimedia CD-ROM’s/DVDs. 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 to identify target audiences and research demographic information.
5. Identify goals in a new media design project.
6. Describe the visual effects of perspective and distance.
7. Define image value
8. Explain how value creates mood
9. Name the visual elements that
10. Use a color-wheel or application to select color combinations for a new media design project.
11. Explain the properties of color including tint, shading and intensity.
12. Name the major families of typography and describe their defining characteristics and emotions conveyed.
13. Produce a chart that explains the navigational structure of a web site.
14. Give examples of interactivity in new media projects.
15. 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
F. METHODS FOR EVALUATION OF STUDENT LEARNING: Continued. . .
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