## MOHAWK VALLEY COMMUNITY COLLEGE

**UTICA AND ROME, NEW YORK**

**COURSE OUTLINE**

**IS 125 Introduction to Multimedia Applications for Business**  **C-2, P-2, Cr-3**

**Prerequisite:** IS101 Computer Applications and Concepts

**Course Description:**

This course covers graphic tools used in business environments, including multimedia programs such as graphics, animation and web design software. Multimedia files are imported and exported into documents and presentations. Topics include web design theory, color and composition; and graphic, animation and presentation software. It culminates with the integration of multimedia concepts incorporated into an integrated business project/presentation.

**Student Learning Outcomes:**

IS125 is structured to give students experience and knowledge on using and integrating multimedia applications. Upon completion of the course, successful students should be able to:

* Demonstrate the fundamentals of creating and editing graphic images
* Demonstrate the use of bitmap and vector tools.
* Utilize an animation program to generate frame-by-frame motion, and path animations and motion tweening
* Demonstrate the use of text, objects and layers
* Import, export and edit video files for use in presentations and on the web.
* Manipulate, reformat, optimize and insert audio files into presentations.
* Design and create slide shows, and computer generated animation.
* Demonstrate how graphics and animation, special effects and color affect the quality and impact of a presentation.
* Define and plan a basic web site
* Demonstrate color theory and web typography in a basic website.
* Create a business/marketing plan and web strategy for a product

**Major Topics:**

1. Introduction to the Web, layout and design techniques.
2. Basic Principles of Color Theory, Web Accessibility and Portfolio Development
3. Technologies of Multimedia and Web Design
4. Use of digital cameras
5. Getting Started with Adobe Fireworks
6. Graphics Project
7. Working with Objects-Bitmap images, shapes, text
8. Vector tools, color, filters
9. Adobe Fireworks
10. Importing, selecting and modifying graphics
11. Getting Started with Adobe Flash CS Animation
12. Drawing Objects in Flash CS-Colors, objects, text, layers
13. Working with Symbols in Flash CS-Symbols, instances, libraries, buttons
14. Creating Animations in Flash CS-Frame by frame, motion tweening
15. Creating Special Effects-Masks, sound, scenes
16. Animation Exercise Presentation
17. Business Plan, Marketing Plan and Web strategy created for Final Project
18. Final Integrated Project Presentation

**Revised 1/17**