Multimedia Publications

Multimedia Publications is a semester course designed to provide students with the ability to utilize digital tools and multimedia software, produce interactive media projects, and create digital publications. Students use various digital tools and software to publish online and in print. The course also provides students with hands-on experience with graphic design, digital photography, web publishing and digital video production.

Multimedia Hardware and Software

Students will:

1. Compare types of multimedia, including desktop and Web publishing, graphic design, digital photography, and digital video use in creating projects.

2. Utilize a variety of input devices including digital camera, camcorder, scanner and microphone for digitizing information.

3. Use a variety of software and hardware to create, modify, and enhance multimedia projects.

Publication Formatting

4. Develop original, creative, professional, and appealing publication layouts.

5. Analyze images for visual, spatial, and functional differences.

6. Develop publication grids for effective page layout.

7. Utilize research results to determine current media and copyright law compliance.

Graphic Design and Photography

8. Demonstrate appropriate techniques associated with graphic design.
   Examples: selecting, resizing, manipulating graphics, changing resolution, rastering, retouching photographs, correcting color, creating images

9. Utilize digital tools to manipulate images.
   Examples: deleting, moving, rotating, setting custom alignment guides, extracting and applying filters

10. Utilize graphic design software to create business and personal publications.
    Examples: newsletters, brochures, business cards, calendars, posters, programs

11.   Apply integration principles for importing scanned digitized graphics and text, tables, charts, and pictures into a publication.

12.   Utilize research results to interpret the impact of media and copyright laws on media publications.
    Examples: ethical issues, authenticity

13.   Utilize multimedia equipment to produce computer images.

14.   Demonstrate proper use of digital-imaging software and equipment.

Web Design and Publishing

15.   Explain the differences among Web sites, Web pages, and Web browsers.
    - Identifying Web elements, including hypertext markup language (HTML) tags, headings, and body

16.   Develop interactive Web pages and sites using a variety of component formats, including HTML, HTML editors, and Web authoring programs.
    Examples: components—banners, hover/roll over buttons, navigational schemes, tables, hyperlinks

17.   Determine the applicable format for converting digital files.
    Examples: Joint Photographic Experts Group (JPEG), Graphics Information File (GIF) Portable Network Graphics (PNG), Music Player 3 (MP3), Tagged Image File Format (TIFF), Portable Document File (PDF)

18.   Demonstrate the manipulation of digital image file sizing.
    - Optimizing resolution for Web and print publications

Career Opportunities

19.   Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to the multimedia publishing industry.