

Multimedia Program

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Mission

The Multimedia program at Bradley University maintains a strong focus on creative and conceptual problem-solving in the authoring of material for aspiring new-media professionals within a sound theoretical framework. Students will learn the importance of content research and project planning while becoming familiar with aesthetic conventions and the production environment within each of the component media types. Multimedia majors and minors incorporate the various media items into stand-alone projects with authoring tools designed for the Internet and for CD-ROM/DVD. Although advanced multimedia work involves some scripting, a computer science background is not essential for work in creative multimedia authoring.

Multimedia Major

Multimedia Major Core (10 hours)

A grade of "C" or better is required in each of these courses for graduation as a Multimedia Major.

ART 205 Typographic Design	3
MM 213 Basic Multimedia Authoring	4
MM 250 Introduction to New Media Theory	3

Other Multimedia Major Requirements (34 hours)

ART 105 Two-Dimensional Design	3
COM 204 Audio Production	3
COM 345 Photojournalism & Documentary Photography ..	3
MM 113 Introduction to Media Production	3
MM 215 Introduction to Scripting Languages	3
MM 235 Multimedia Video Production	3
MM 313 Intermediate Multimedia Authoring	3
MM 365 Design for the World Wide Web	3
MM 413 Advanced Multimedia Authoring	3
MM 426 Multimedia Portfolio	1
MM 450 Issues in New Media Theory	3
MM 465 Advanced Web Design	3

Specialization (12 hours)

Select in consultation with advisor.

ART 206 Graphic Design Methods and Processes	3
ART 225 Basic Black & White Photography	3

ART 226 Basic Color Photography	3
ART 240 Design History Survey	3
ART 305 Editorial Design	3
ART 306 Corporate Standards & Branding	3
ART 405 Graphic Information Systems	3
ART 406 Graphic Design Portfolio	3
CFA 301 Cooperative Education/Internship in Communication and Fine Arts	0-6
CS 121 Introduction to Data Structures	3
CS 500 JAVA Programming and Web Design	3
COM 399 Communication in Computer-mediated Environments	3
MM 333 Introduction to Field Research in Virtual Environments	3
MM 444 Field Research in Virtual Environments	3
MM 513 Educational Software Design	3
MM 470 Digital Animation	3
MM 490 Independent Study	1-3
MM 491 Special Topics in Multimedia	1-4
MUS 161 Music Theory	2
MUS 250 Introduction to Music Technology	3
SOC 421 Culture, Identity, and Cyberspace	3

Suggested Electives

ART 142 Survey of Art History II	3
ART 245 American Art	3
COM 314 Introduction to Video: Studio Production	3
COM 491 Topics in Communication-Media Management	1-3
COM 492 Seminar in Communications	1-3

Multimedia Minor

The Multimedia Minor is a 19-semester-hour program compatible with the majors in the Slane College of Communications and Fine Arts and with majors in other colleges. Courses are selected to provide an overview of skills in multimedia authoring which can apply to a variety of major programs of study.

ART 105 Two-dimensional Design	3
ART 205 Typographic Design	3
MM 113 Introduction to Multimedia	3
MM 213 Basic Multimedia Authoring	4
MM 250 Introduction to New Media Theory	3
MM 365 Designing for the World Wide Web	3

Course Descriptions

MM 113 Introduction to Multimedia 3 hrs.

Tools and aesthetics of media production: word processing, photography, audio production, videography. Visual literacy. The desktop computer interface. Desktop publishing, presentation software, multimedia documents. Internet navigation and page production. Credit by examination available.

MM 213 Basic Multimedia Authoring 4 hrs.

Acquisition and computer processing of text, photographs, video and sound files. Incorporation of processed files into documents for computer multimedia. Solving problems in visual and multimedia communications assignments. Theories and cultural effects of visual communication and new media. Prerequisites: MM 113 or equivalent experience in computer skills.

MM 215 Introduction to Scripting Languages 3 hrs.

A non-technical introduction to the use of scripting languages in a web-based environment. An overview of current scripting languages such as Javascript, VBScript, and PERL. Cross-listed as CIS 215. Prerequisite: One semester of programming, or MM 213 and MM 365, or equivalent.

MM 235 Multimedia Video Production 3 hrs.

Fundamental principles and practices of professional video cameras, microphones, and lights for multimedia production. Interviewing procedures plus aesthetics and visuals. Non-linear editing. Prerequisites: MM 113; COM 204; sophomore standing.

MM 250 Introduction to New Media Theory 3 hrs.

Extracts and recombines fundamental aspects of art, communication, rhetorical, and computer theories to describe, explain, and understand new multimedia interaction environments. Prerequisite: 12 hours earned.

MM 313 Intermediate Multimedia Authoring 3 hrs.

Multimedia design and production using scriptable authoring and animation tools. Problems in interface design. Advanced media creation applications. Virtual reality environments. Prerequisites: MM 213, MM/CIS 215, MM 235, COM 204; multimedia major or minor, or consent of instructor.

MM 333 Introduction to Field Research in Virtual Environments 3 hrs.

Fundamentals of qualitative field research methods in the ethnographic tradition, adjusted to the characteristics of online virtual worlds. Subject protection, observation, mapping, interviewing, note taking, and note rendering. Prerequisite: junior class standing.

MM 365 Designing for the World Wide Web 3 hrs.

A studio course exploring typography and visual layout principles of interactive website design. Survey of theory, history, and methods of web design solutions. Discussion of transitional strategies in response to developing technologies. Cross-listed as ART 365. Prerequisites: ART 205, MM 213; or consent of instructor.

MM 413 Advanced Multimedia Authoring 3 hrs.

Problems and solutions of multimedia authoring and human interface design. Advanced scripting solutions. Project design in the professional workspace. Prerequisites: MM 313; Majors only, or consent of program director.

MM 426 Multimedia Portfolio 1 hr.

Preparation of a web-based, CD, or DVD-based portfolio incorporating elements of all significant multimedia-related work produced during the student's tenure at the university. Includes vita, personal information, and self-assessment. Research into portfolio styles and strategies. Documentation and organization of portfolio materials. Prerequisite: senior status in Multimedia Program.

MM 444 Field Research in Virtual Environments 3 hrs.

Conduct of field research via ethnographic methods in virtual, online worlds. Subject protection, data collection (observation, interview, documents), data analysis, written and oral project presentation methods. Prerequisites: junior class standing; MM 333.

MM 450 Issues in New Media Theory 3 hrs.

Topics course, with varying subjects, examining contemporary issues and problems in new media theory and the multimedia environment. Current topic/title in current schedule of classes. May be repeated, once, under different topic/title. Prerequisites: MM 213, 250; junior standing.

MM 465 Advanced Web Design 3 hrs.

A studio course exploring advanced and experimental web design strategies, with an emphasis on extended or applied projects. Discussion focused on the future of the web media and improved human-computer interactions. Topics to include: motion graphics, user response, audio, video, and virtual-reality technologies. Cross-listed as ART 465. Prerequisite: MM 365/ART 365 or consent of instructor.

MM 470 Digital Animation 3 hrs.

A studio course exploring computer modeling and animation. Survey of the theory, history, and practice involved with creating quality modeling for print media, and also modeling and animation for time-based audio-visual media. Prerequisites: ART 105, 106, 240 or consent of instructor.

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MM 490 Independent Study 1-3 hrs.

Individual scholarly research or advanced creative production investigating aspects of multimedia communication. May be repeated under different topics for a maximum of six hours. Requires application (available from Program Director). Prerequisites: junior standing and consent of program administrator and faculty member.

MM 491 Special Topics in Multimedia 1-4 hrs.

Topics of special interest which may vary each time course is offered. May be repeated under different topics for a maximum of 8 hours credit. Topic and prerequisites stated in current Schedule of Classes. Only three hours may be applied toward MM specialization requirement. Prerequisites: junior standing, 9 hours in MM program core or specialization courses.

MM 513 Educational Software Design 3 hrs.

The design and construction of educational software that is based upon sound educational theory and best practice. Students will become proficient with appropriate multimedia instructional design software in developing their projects. Investigating and applying current theories of learning, instruction, and assessment. Cross-listed as ETE 513. Prerequisites: MM 113 or ETE 551; MM 213 or instructor approval.