### DESIGN TOOLS AND ELECTRONIC MARKETING

**Course Syllabus**

<table>
<thead>
<tr>
<th>Course Number:</th>
<th>MDIA-0031</th>
<th>OHLAP Credit:</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCAS Code:</td>
<td>8154</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Length:</td>
<td>120 Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Cluster:</td>
<td>Information Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Pathway:</td>
<td>Interactive Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Major(s):</td>
<td>3D Animator, Graphic Design Specialist, Motion Graphics Artist</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pre-requisite(s):** Multimedia & Image Management Techniques

**Course Description:** Students will become proficient in the use of premier, leading edge tools designed to create graphically rich and intuitive websites, productions, and/or publications. The primary focus of this course includes color and design theories, accessibility, and marketing strategies resulting in a digital portfolio. (Layout Design Techniques can substitute for this course. Fundamentals of Web Design can substitute for this course in the Animator, 3D Animator, 3D Modeler, and Motion Graphics Artist Career Majors).

**Textbooks:** Inspired 3D Short Film Production and The Art of the Storyboard

**Course Objectives:**

- **A. Demonstrate Knowledge of Design Tools and Electronic Marketing**
  1. Identify and incorporate standards for usability, ease of navigation, accessibility, and internationalization.
  2. Apply successful strategies and customer service techniques for electronic marketing.
  3. Design websites that incorporate various types of linking, animations, rollovers, and interactive forms.
  4. Work with dynamic text and XHTML.
  5. Acquire color and design strategies to support electronic marketing.
  6. Identify types of electronic marketing and develop a plan to market a digital portfolio.
  7. Select color and textures to enhance digital marketing.
  8. Enhance creative abilities to complement personal marketing skills.

**Teaching Methods:** The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.
Grading Procedures:

1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:

Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit

The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:

The student must maintain a grade point average of 2.0 or better.