MULTIMEDIA & IMAGE MANAGEMENT TECHNIQUES
Course Syllabus

Course Number: MDIA-0128
OCAS Code: 8150
Course Length: 120 Hours
Career Cluster: Information Technology
Career Pathway: Interactive Media
Career Major(s): 3D Animator, Animator, Multimedia Design, Web Design, Motion Graphics Artist

Pre-requisite(s): Business and Computer Tech OR Fundamentals of Technology

Course Description: Students will acquire fundamental skills in image creation and management procedures and techniques as they create, revise, optimize, and export graphics for video, print, and web publishing.

Textbooks: TBA

Course Objectives: A. Demonstrate Knowledge of Multimedia & Image Management Techniques

1. Identify differences in platforms, browsers, display settings, etc., and related issues.
2. Use scanning devices and software to properly scan reflective and transparent mediums.
3. Demonstrate basic design procedures using photo-editing software that include photo enhancement, correction, restoration, and manipulation.
4. Manipulate, troubleshoot, compress, publish, and export graphics and/or animations.
5. Identify and employ design and color principles while creating visually appealing graphic images.
6. Apply appropriate techniques for web and print publishing.
7. Demonstrate sensitivity in communicating with a diverse workforce.
8. Identify legal and ethical issues in the IT field.
9. Prepare visual design specifications and evaluate visual appeal.
10. Demonstrate proficiency in the use of digital imaging techniques and equipment.
11. Select and utilize appropriate software and hardware tools.
12. Produce or acquire graphics, animation, audio, and/or video content.
13. If using Adobe Photoshop for image editing, apply the following features appropriately: color, efficiency and automation, file management, filters and effects, image properties, layers, masks and channels, text tools, and user interface.
14. If using Macromedia Fireworks for image editing, apply the following features appropriately: animation, commands, effects, setup, web images, behaviors, drawing tools, exporting, and tools.
15. Create and manipulate original digital images using the features of vector graphics software.
16. If using Adobe Illustrator for vector graphics, apply the following software features appropriately: automation and customization, compiling objects, interaction with web and other applications, type tools, color, objects and...
shapes, interface, and enhancing artwork.

ODCTE Objectives

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.