

Multimedia Design Minor

The Multimedia Design minor is available with the BS, BA, and BAA degrees. This 25 hour minor is designed to work in tandem with existing majors in Art and Design, Journalism, Broadcast and Cinematic Arts, and Computer Science, but may be used with any other university major as well.

- *Students may apply up to 6 hours of coursework from their declared major to this minor.*
- *A grade of C or better in each of the required courses is required.*
- *Prerequisites for the required courses are waived for signed Multimedia Design minor students.*

A list of advisors and course offering details with prerequisites are listed on subsequent pages of this document.

Required Courses (13 hours)

- ART 231 – Introduction to Graphic Design (3) *(Formerly ART 135)*
- BCA 223* – Video Production (3) *(The prerequisite is waived for Multimedia Design minor students)*
- CPS 282 – Introduction to Multimedia Design (3)
- JRN 220 – Basic Media Photography (3)
- MMD 495* – Multimedia Design Capstone (1)

Elective Courses (12 hours)

Select from the following in consultation with an advisor. No more than 3 credits of ART 342 or ART 441 may count as elective credits. Other electives may be substituted with advisor permission.

- ART 207 – Introduction to Animation: Traditional Media 3 (0-6)
- ART 235* – Logo and Identity Design (3)
- ART 241 – Introduction to Photography (3) *(Formerly ART 140)*
- ART 258 – Everyday Web Design (3)
- ART 308* – Storyboarding for Animation 3 (0-6)
- ART 342* – Alternative Photographic Processes (3-6)
- ART 349* – Typography (3)
- ART 441* – Photography Lighting Studio (3-6)
- BCA 222* – Audio Production (3) *(The prerequisite is waived for Multimedia Design minor students)*
- BCA 421* – Advanced Audio Production (3)
- BCA 440* – Introduction to Cinematic Production and Post Production (3)
- BCA 521* – Advanced Electronic Cinematography (3)
- BCA 522* – Multimedia Audio Post-Production (3)
- BCA 532* – Advanced Video/Multimedia Post-Production (3)
- CPS 165 – Modern Website Design (3)
- CPS 382* – Advanced Multimedia Design (3) *(Formerly CPS 482)*
- ITC 320* – Web Application Development - Client-Side Scripting (3)
- ITC 383* – Computer Game Design (3)
- JRN 302 – Introduction to Graphics and Visual Communication (3)
- JRN 320* – Photo Editing (3)
- JRN 340* – Introduction to Digital Journalism (3)
- JRN 402* – Advanced Media Graphics and Visual Communication (3)
- JRN 422* – The Photographic Process (3)
- MUS 309* – Electroacoustic Music I (3)
- Students may also select an internship experience through a participating department (3)

Total: 25 semester hours

**classes with prerequisites*

Advising

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Required Courses – detailed (13 hours)

ART 231 Introduction to Graphic Design 3 (0-6)

An introduction to the theory and practice of communication design. An emphasis is placed on technical and aesthetic fundamentals.

BCA 223 Video Production 3 (1-4)

Introductory course in video studio systems. Emphasis on structuring and integrating the various production elements that comprise video presentations.

Prerequisites: BCA 210 with a C or better; or a signed minor in Multimedia Design.

CPS 282 Introduction to Multimedia Design 3 (3-0)

Introduction to multimedia concepts. Survey of multimedia applications in fields such as education, business and entertainment. Introduction to multimedia authoring tools. Hands-on projects.

JRN 220 Basic Media Photography 3 (3-0)

Camera operation, producing and processing of photographs for media use.

MMD 495 Multimedia Capstone 1 (1-0)

The course focuses on the documentation and presentation of skills developed during the Multimedia Design Minor. Must be taken in the last two semesters prior to graduation. This course may be offered in an online format.

Prerequisites: ART 231 or ART 135; BCA 223; CPS 282; JRN 220; All with a C or better; Senior status.

Elective Courses – detailed with prerequisites (12 hours)

ART 207 Introduction to Animation: Traditional Media 3 (0-6)

Basic film animation with no previous animation experience required. This course covers basic traditional animation techniques in a variety of 2-D and 3-D materials.

ART 235 Logo and Identity Design 3 (0-6)

A continuation of ART 135, with emphasis on development of conceptualization and visualization skills. The course focuses on printed materials that apply to identity systems.

Prerequisites: ART 231 or ART 135.

ART 241 Introduction to Photography 3 (0-6)

Introduction to the basic technical and conceptual skills of digital photography as a fine art.

ART 258 Everyday Web Design 3 (0-6)

Web design as it relates to personal development and options for an on-line presence. This course does not count toward the Graphic Design Concentration.

ART 308 Storyboarding for Animation 3 (0-6)

A creative exploration into visual storytelling for short film. Students will explore camera, staging and pacing to develop stories with potential for producing original content.

Prerequisite: BCA 223; or ART 125, 207

ART 342 Alternative Photographic Processes 3-6 (Spec)

Creative work using experimental lens-based image capture and alternative printing methods.

Prerequisite: ART 241.

ART 349 Typography 3 (0-6)

An intensive survey of the history and application of letterform.

Prerequisite: ART 231 or ART 135.

ART 441 Photography Lighting Studio 3-6 (Spec)

An upper level studio course in fine art photography with emphasis on technical refinement, conceptual development and professional presentation.

Prerequisite: ART 241.

BCA 222 Audio Production 3 (1-4)

The art and science of sound acoustics and basic audio and radio production.

Prerequisites: BCA 210 with a C or better; or a signed minor in Multimedia Design.

BCA 421 Advanced Audio Production 3 (2-2)

Study and practice in advanced audio recording, mixing and editing for electronic media industries.

Prerequisite: BCA 222 with a grade of "C" or better.

BCA 440 Introduction to Cinematic Production and Post Production 3 (2-2)

Introduction to single-camera/cinema-style video production and post production, including producing, directing, lighting, camera operation and non-linear editing.

Prerequisite: BCA 223 with grades of C or better.

BCA 521 Advanced Electronic Cinematography 3 (2-2)

Advanced theory and practice in the production of short and long form narrative video, with emphasis on the aesthetic aspects of lighting, direction and editing.

Prerequisites: BCA 223, 440 each with a grade of C or better; limited to juniors or above; or graduate standing in Broadcast and Cinematic Arts.

BCA 522 Multimedia Audio Post-Production 3 (2-2)

Advanced recording, editing, sweetening, synchronizing and mixing of audio for picture in multimedia applications.

Prerequisites: BCA 223, 421 with a grade of C or better in each; or graduate standing in Broadcast and Cinematic Arts.

BCA 532 Advanced Video/Multimedia Post-Production 3 (2-2)

Lecture and intensive hands-on theory, design and production of multimedia/interactive digital video, with emphasis on advanced post-production technologies and techniques.

Prerequisites: BCA 223, 440 with a grade of C or better; or graduate standing in Broadcast and Cinematic Arts.

CPS 165 Modern Website Design 3 (3-0)

Design and development of dynamic, interactive websites. Maintain a web portfolio. Learn about web publishing best practices with consideration of social aspects.

Recommended: CPS 100.

CPS 382 Advanced Multimedia Design 3 (3-0)

Design interactive multimedia projects using advanced authoring tools and discuss issues concerning representation, storage, compression, transmission, and manipulation of various multimedia components.

Prerequisite: CPS 240 or 282.

ITC 320 Web Application Development - Client-Side Scripting 3 (3-0)

Creating web-based applications with a focus on graphical user interfaces, event driven, object-oriented programming and dynamic, animated web pages.

Prerequisite: ITC 111 or CPS 181 or BIS 324. Recommended: CPS 165.

ITC 383 Computer Game Design 3 (3-0)

Introduction to design and development of computer video games. Hands-on creation and testing of games.

Prerequisite: CPS 382.

JRN 302 Introduction to Graphics and Visual Communication 3 (3-0)

Principles and techniques of publication/advertising graphics and visual communication, including typography and the printing process.

JRN 320 Photo Editing 3 (3-0)

Use and preparation of photographs for the print media.

Prerequisite: JRN 220.

JRN 340 Introduction to Digital Journalism 3 (3-0)

Survey of current theories, issues and trends of the digital journalism environment, and introduction of digital journalism production using current media tools and software.

Prerequisites: JRN 202 with a C or better or JRN 361 with a C or better.

JRN 402 Advanced Media Graphics and Visual Communication 3 (3-0)

Advanced techniques of multimedia graphics, digital publishing, and visual design for media industries including advertising, journalism and public relations.

Prerequisite: JRN 302.

JRN 422 The Photographic Process 3 (3-0)

Advanced camera operation: light, lighting, optics, and the chemistry of the silver halide process.

Prerequisites: JRN 220.

MUS 309 Electroacoustic Music I 3 (3-0)

This course covers technology, techniques, and literature associated with electronic/electroacoustic music. The emphasis is on the composition and creation of music in various electroacoustic genres.

Prerequisites: Admission to Music candidacy; MUS 209.

Internship (3) Internship Experience through a Participating Department.