

# Interactive Media

## Interactive Media Associate Degree Digital Video and Sound Major Video Game Art and Animation Track

The Interactive Media program provides the community with skilled professionals who can create and assemble multimedia products for corporate interactive training, advertising, and marketing purposes. Graduates are able to develop and produce scripts and computer animation, and apply multimedia technology to assemble graphics, text, sound, and video into meaningful productions.

The program supports an industry need to provide multimedia professionals to work in the ever-expanding market of integrated and interactive media communications, with a growing emphasis in Web site development.

The **Interactive Media** Associate Degree program is designed to impart four critical skills to its graduates:

- Design
- Scripting (source code and application), including HTML, CSS, MySQL, PHP, and Actionscript
- Familiarity with various design-oriented application programs including: Adobe Photoshop, Fireworks, Protocols, Avid Xpress, Premiere, AfterEffects, Flash, Dreamweaver, Illustrator, and Maya
- Experience in both the Macintosh and Windows platforms

By mastering these four areas, program graduates will be able to go beyond basic design and layout to complete the “big picture” regarding media structure and flowcharting. As a result, program graduates can cross cultural, aesthetic and technical boundaries.

The **Digital Video and Sound** major is designed to address the need for professionally trained graphic design and interactive media professionals who have the skill set to utilize audio and video assets (typically called “rich media”) in the production of new media whether in a CD-ROM, DVD, interactive Web sites or other delivery systems.

The **Video Game Art and Animation** track covers the core disciplines for video game art production. Students are provided the foundation in key areas that impact this field, including: time-based production, storytelling, a survey of the video game industry, traditional animation, etc. With this foundation, the remainder of the program will build on 3D character and environment production, audio integration and game development skills, conducted through 2D and 3D software, as well as various scripting and programming languages. Students will ultimately work on team-based game projects that expose them to the video game production process.

The jobs available in interactive multimedia are varied. Typical job possibilities for program graduates include

multimedia technician, multimedia specialist, multimedia developer, media specialist, instructional design technician, computer graphic artist, 3D computer animator, multimedia illustrator, desktop media publisher, interface designer, animator, script integrator, digital journalist, and presentation artist.

## Certification Courses

A series of online certificate courses are available for students interested in being certified in several Adobe software products: Dreamweaver, Photoshop and Flash. Each course is designed to prepare students to take the associate Adobe Certified Associate test for *Web Communication*, *Rich Media Communication* or *Visual Communication*. These tests are sanctioned by Adobe and offered to qualified students through Columbus State Community College and the Certiport testing system (sanctioned by Adobe). Students taking these courses will be introduced to each objective and principle designed into the corresponding certification test. While completing these courses does not guarantee success for students taking the certification tests, the courses are a very focused preparatory tool for the certification test. These courses are offered exclusively in an online format.

Upon completion of the associate degree program in Interactive Media, the graduate will be able to:

- Possess a working-level knowledge of the interactive multimedia field and how it affects society and industry.
- Comprehend the relationship between design, marketing, and interactive multimedia projects.
- Understand the purpose and interrelationship between design, scripting, and software.
- Be able to evaluate the strengths and weaknesses of project design including storyboarding, diagramming, flowcharting, and brand relevance.
- Know the core concepts of scripting as they apply to multimedia and Web development.
- Learn the basic principles of digital video editing using various original or provided video clips.
- Understand the basic principles of 2D design, the elements of design, and concepts of forms and structures.
- Comprehend the basic concepts of 3D modeling: model construction, rendering, lighting, and animation.
- Create a functional, interactive, animated Web presence from conceptual stages to finished product.
- Possess extensive knowledge of industry standard Web animation software (Flash with a 30-week course sequence).
- Gain working knowledge of Web design application software using Dreamweaver.
- Use storyboard, flowchart and drawing skills to represent finished versions of a Web site, an interactive CD or a video.
- Complete an interactive portfolio.
- Gain real-world experience working as an intern in a multimedia-related company.

HUM XXX	Humanities 111, 112,113,151, or 152 .....	5
<b>TOTAL CREDIT HOURS</b> .....		<b>19</b>

<b>Quarter 2</b>		
ENGL 102	Essay and Research .....	3
GRPH 113	Fundamentals of Layout and Storyboarding .....	4
MKTG 102	Branding.....	3
IMMT 111	Foundations of Digital Media .....	3
BMGT 257	Project Management .....	3
<b>TOTAL CREDIT HOURS</b> .....		<b>16</b>

<b>Quarter 3</b>		
GRPH 251	Photoshop and Design I.....	5
IMMT 241	Cascading Style Sheets.....	4
IMMT 150	Videography and Editing .....	4
GRPH243	Vector Illustration .....	5
CIT 092	Introduction to HTML .....	1
<b>TOTAL CREDIT HOURS</b> .....		<b>19</b>

<b>Quarter 4</b>		
COMM 207	Writing for the Web.....	3
IMMT 216	Media Graphics and Optimization .....	4
IMMT 217	Video Editing.....	3
IMMT 236	3D Modeling.....	4
IMMT 237	Beginning Flash [Design].....	4
CIT 145	HTML .....	3
<b>TOTAL CREDIT HOURS</b> .....		<b>21</b>

<b>Quarter 5</b>		
COMM 105	Speech .....	3
SSCI 100	Globalization and the Social Sciences.....	5
CIT 212	Web Database Development .....	3
IMMT 238	Intermediate Flash [Development].....	4
IMMT 262	Web Publishing Site Design .....	4
<b>TOTAL CREDIT HOURS</b> .....		<b>19</b>

<b>Quarter 6</b>		
CIT 213	Designing an e-Commerce Website .....	3
IMMT 239	Advanced Flash [Advanced Scripting].....	4
IMMT 271	Interactive Portfolio Development .....	4
IMMT 251	Multimedia Practicum .....	4
IMMT252	Multimedia Seminar .....	1
<b>TOTAL CREDIT HOURS</b> .....		<b>16</b>
<b>TOTAL DEGREE CREDIT HOURS</b> .....		<b>110</b>

## Digital Video and Sound Major

COURSE		CR
<b>Quarter 1</b>		
ENGL 101	Beginning Composition .....	3
MATH 103	Beginning Algebra II .....	4
IMMT 101	Principles of Interactive Media .....	3
HUM XXX	Humanities 111, 112,113,151, or 152 .....	5
IMMT 102	Fundamentals of Video and Sound .....	2
<b>TOTAL CREDIT HOURS</b> .....		<b>17</b>

<b>Quarter 2</b>		
ENGL 102	Essay and Research .....	3
BMGT 257	Project Management .....	3
IMMT 150	Videography and Editing.....	4
IMMT 151	Audio Editing/Voiceover.....	4
IMMT 111	Foundations of Digital Media.....	3
GRPH 113	Fundamentals of Layout and Storyboarding .....	4
<b>TOTAL CREDIT HOURS</b> .....		<b>21</b>

<b>Quarter 3</b>		
COMM 105	Speech .....	3
IMMT 152	Narrative Storytelling and Production .....	4
MKTG 102	Branding .....	3
IMMT 153	Screenwriting for Digital Video and Sound.....	3
GRPH 243	Vector Illustration .....	5
<b>TOTAL CREDIT HOURS</b> .....		<b>18</b>

<b>Quarter 4</b>		
COMM 207	Writing for the Web.....	3
IMMT 158	Motion Graphics (After Effects).....	3
IMMT 216	Media Graphics and Optimization.....	4
IMMT XXX	Technical Elective .....	1
FOTO 114	Introduction to Digital Photography.....	4

In addition to the Interactive Media competencies, graduates completing a Digital Video and Sound major will be able to:

- Understand the role of audio/visual production in an integrated marketing communications plan.
- Use software tools to capture audio and video from various sources.
- Use sound and sound editing channels to enhance video productions.
- Understand copyright and fair use laws as they relate to audio/video production.
- Stream and import video for web productions.
- Identify ways to incorporate text and character animation into video productions.
- Demonstrate an ability to record voice, music, and effect for multimedia products.
- Demonstrate an understanding of the processes involved in planning, scripting, recording, and editing a digital audio/video production.

In addition to the Interactive Media competencies, graduates completing a Video Game Art and Animation track will be able to:

- Demonstrate an understanding of the history, current industry and occupations that constitute the digital gaming industry.
- Possess fundamental visual and audio design/aesthetic skills in digital design, illustration, audio/sound effects and video in support of game development and design.
- Understand narrative methods with particular emphasis on those unique to video games.
- Understand the roles and responsibilities of team members and their collaboration in all phases of design, development and implementation.
- Demonstrate appropriate image-editing software and computer skills that directly support Gaming Art and Animation editing/enhancement and post-production workflow techniques.
- Be able to work as part of a larger technical/design team to complete tasks on time and on budget.
- Understand the fundamentals of game development for both Windows and specific game consoles. Develop a comprehensive professional portfolio to be used in pursuing jobs and/or internship opportunities.

## Software/Hardware Requirements

Students taking courses in this curriculum may need to own or have access to hardware or software to pursue this degree. This is particularly important for students who are enrolled in distance-learning based sections of a particular course. Check with the program advisor to discuss specific course needs and options.

## Interactive Media Associate Degree

COURSE		CR
<b>Quarter 1</b>		
ENGL 101	Beginning Composition .....	3
GRPH 112	Introduction to Computer Design .....	4
IMMT 101	Principles of Interactive Media.....	3
MATH 103	Beginning Algebra II.....	4

**TOTAL CREDIT HOURS ..... 15**

**Quarter 5**

SSCI 100 Globalization and the Social Sciences ..... 5
IMMT 155 Foley Art and Sound Design ..... 4
IMMT 237 Beginning Flash [Design] ..... 4
IMMT 240 Documentary Storytelling and Production ..... 4
IMMT 262 Web Publishing Site Design ..... 4
TOTAL CREDIT HOURS ..... 21

**Quarter 6**

IMMT 238 Intermediate Flash [Development] ..... 4
IMMT 249 Corporate/Instructional Video ..... 4
IMMT 260 DVD Development..... 4
IMMT 251 Multimedia Practicum..... 4
IMMT 252 Multimedia Seminar..... 1
TOTAL CREDIT HOURS ..... 17
TOTAL DEGREE CREDIT HOURS ..... 109

**ELECTIVES**

IMMT 157 Sports Broadcasting ..... 4
IMMT 159 Music Video Production ..... 4
IMMT 250 Document Transfer Using Acrobat..... 2
IMMT 239 Advanced Topics..... 4
IMMT 297 Special Topics ..... 1-6

**Video Game Art and Animation Track**

**COURSE CR**

**Quarter 1**

ENGL 101 Beginning Composition ..... 3
GRPH 113 Fundamentals of Layout and Storyboarding..... 4
MATH 103 Beginning Algebra II..... 4
COMM 105 Speech ..... 3
IMMT 115 Survey of the Digital Gaming Industry..... 3
TOTAL CREDIT HOURS ..... 17

**Quarter 2**

ENGL 102 Essay and Research ..... 3
GRPH 116 Introduction to Traditional Animation..... 4
IMMT 236 3D Modeling ..... 4
IMMT 237 Beginning Flash (Design) ..... 4
GRPH 115 Fundamentals of Illustration ..... 4
TOTAL CREDIT HOURS ..... 19

**Quarter 3**

GRPH 216 Advanced Traditional Animation ..... 4
GRPH 255 Digital Drawing..... 4
IMMT 188 Introduction to 3D Game Production..... 4
IMMT 116 Storytelling for Games ..... 3
IMMT 242 Advanced 3D Computer Modeling..... 4
TOTAL CREDIT HOURS ..... 19

**Quarter 4**

IMMT 233 3D Environment Design and Development ..... 4
IMMT 245 3D Animation..... 4
IMMT 238 Intermediate Flash ..... 4
IMMT 215 Introduction to Video Game Development ..... 4
COMM 207 Writing for the Web ..... 3
TOTAL CREDIT HOURS ..... 19

**Quarter 5**

HUM XXX Humanities 111, 112,113,151, or 152..... 5
SSCI 100 Globalization and the Social Sciences ..... 5
IMMT 263 Video Game Development I ..... 3
IMMT 155 Foley Art and Sound Design ..... 3
IMMT 243 3D Character Design and Development ..... 4
TOTAL CREDIT HOURS ..... 20

**Quarter 6**

IMMT 264 Video Game Development II ..... 3
IMMT 288 Post Production ..... 4
IMMT 295 Portfolio Development ..... 4
IMMT 239 Advanced Flash..... 4
TOTAL CREDIT HOURS ..... 15
TOTAL DEGREE CREDIT HOURS ..... 109

**Interactive Media (IMMT)**

**IMMT 100 Digital Literacy (DL)**

**2 credits**

Several noted experts and organizations throughout the world have examined what it means to be 'Digitally Literate' in today's society. Many have come to the same conclusion that we have in this course. Today, to be 'Digitally Literate' is to know how to use a computer for a few basic application skills such as word processing, presentations and spreadsheet operations as well as know how to safely use the Internet with its various parts and pieces. To that end, we have tailored our IMMT 100 Digital Literacy course after the well-known and accepted IC3 (Internet and Computing Core Certification) curriculum. Although this course does not automatically lead to certification, successful students who complete this course should be able to participate in one or all three certification test areas offered by IC3.

Lecture: 1 hour – Lab: 3 hours
Prerequisites: None Lab Fee: \$20.00

**IMMT 101 Principles of Interactive Media (A, W, SP, SU, DL)**

**3 credits**

This is the first of the two course series introducing students to the products, tools, and environment of the interactive multimedia profession. This first course covers elements of communication, marketing, the Internet, Web development, digital media and graphic design. This course relies on industry Web sites to bring state-of-the-art information directly to the student in a timely manner.

Lecture: 3 hours – Lab: 0 hours
Prerequisite: None Lab fee: \$20

**IMMT 102 Fundamentals of Video and Sound**

This course is designed to introduce students about how to use the power of audio and video to communicate. Instruction is delivered using a standard Macintosh computer and powerful Web 2.0 creation programs. Topics covered include media creation using sound, photo production, simple web page design, slide shows and basic video editing. This course is not intended for Interactive Media majors

Lecture: 1 hours – Lab: 2 hours
Prerequisite: none Lab fee: \$20

**IMMT 111 Foundations of Digital Media (A, W, SP, SU)**

The second of a two-course series that expands on the required disciplines needed to function in the interactive multimedia industry. The primary focus in this course centers on designing, choosing software and scripting the interactive media project. This course details how these disciplines are related to professional job responsibilities and the other team members.

Lecture: 2 hours – Lab: 2 hours
Prerequisite: IMMT 101 Lab fee: \$10

**IMMT 112 Fundamentals of Interactive Design**

**3 credits**

This course deals with the basics of interactive media software including Fireworks, Dreamweaver and Flash. In Fireworks, students learn how to use the tools of Fireworks to create and edit web graphics, both vector and bitmap, work with layers, interactive buttons, components, symbols, optimization and web page layout. In Dreamweaver, students will learn how to use tables, basic CSS, layout and design for web. In Flash, students will learn to develop a working knowledge of various tools plus critical interface elements such as layers, scenes, nested symbols, and movie clips.

Lecture: 2 hours – Labs: 2 hours
Prerequisite: None Lab Fee: \$29.00

**IMMT 115 Survey of the Digital Gaming Industry (A, SP)**

**3 credits**

This course is a comprehensive examination of the digital games industry. Topics include: history, economics and structure of the industry, roles and skill sets of practitioners, creative processes and business practices, testing,

publishing and marketing.  
Lecture: 3 hours  
Prerequisite: None Lab Fee: \$5.00

**IMMT 116 Storytelling for Games (W, SP)** 3 credits  
**This course deals with common writing principles and theories used in the video gaming industry. In addition too basic writing principles students will learn the history of the story, game storytelling devices, character types, and verbal character development. Students will develop an appropriate story line for a game and a three act structured game story with appropriate cut-scenes and dialogue.**  
**Lecture: 3 hours**  
**Prerequisite: None Lab Fee: \$5.00**

**IMMT 122 Digital Media Preparation (W, DL)** 3 credits  
This is the second of the two-course series on the required disciplines needed to function in the interactive multimedia profession. Primary focus in this course centers on planning, design and the software required in the completion of a multimedia project. This course is not intended for Interactive Media majors.  
Lecture: 3 hour – Lab: 0 hours Lab Fee: \$33.00

**IMMT 123 Video Basics** 2 credits  
This course deals with basic digital editing. Students are introduced to the concepts of digitizing and editing video as well as output and distribution of edited media. This course will also examine basic audio and video editing techniques. Students will learn to successfully edit and distribute simple videos. Components include digital media file types, digitizing, basic editing techniques, compression standards and output options. *IMMT 123 is for non-IMMT majors only.*  
Lecture: 2 hours- Labs: 0 hours  
Prerequisite: Only non-IMMT majors may take this course  
Lab Fee: \$20.00

**IMMT 150 Videography and Editing (A, SP)** 4 credits  
This course deals with the use of audio and video production techniques to prepare output for various multimedia formats (e.g. DVDs, PDAs, interactive CDs, etc.) so as to achieve integrated marketing communications goals. Students are introduced to basic theories and practices of audio and video production. The audio component includes the use of microphones, mini disc recorders, mixing consoles, and digital audio workstations for a variety of sound collection and processing applications. The video component introduces basic concepts and skills in digital video productions and nonlinear video editing. Students will learn the theory and practice of digital nonlinear editing, including edit list management, off-line and online editing techniques.  
Lecture: 2 hours – Lab: 4 hours  
Prerequisites: IMMT 101 Lab Fee: \$36.00

**IMMT 151 Audio Editing and Voice Over (W)** 4 credits  
This course is designed to develop an understanding of the relationship of audio production to various related media including multimedia and broadcast. Sound design and the creation and recording of audio assets are stressed. The course is structured around editing in a nonlinear environment and the associated standard digital editing practices. Students will learn how to utilize a digital audio workstation in a typical production environment.  
Lecture: 4 hours – Lab: 0 hours  
Prerequisite: IMMT 150 Lab Fee: \$36.00

**IMMT 152 Narrative Storytelling and Production (W)** 4 credits  
This course provides students with an overview of genre storytelling. Students will analyze specific genres, write an appropriate script for the genre, storyboard, and produce a genre-focused video. In addition to genre storytelling, students will learn the proper video and audio aesthetics for telling a specific story (dialogue framing, planning action scenes, using boom mics, scoring a video). Image capture/digitizing and editing at a digital workstation will be highlighted.  
Lecture: 4 hours – Lab: 0 hours  
Prerequisites: IMMT 150, IMMT 153 Lab Fee: \$36.00

**IMMT 153 Screenwriting for Digital Video and Sound (A, SP)** 3 credits  
This course deals with writing principles and theories used in the digital audio and video fields. In addition to basic writing principles, students will learn to develop a treatment, plan characters, write effective scenes, and a screenplay for use in both audio and video.  
Lecture: 3 hours – Lab: 0 hours  
Prerequisites: IMMT 101 Lab Fee: \$22.00

**IMMT 155 Foley Art and Sound Design (SP)** 4 credits  
This course will cover both the production and post-production techniques associated with the creation of audio assets for use in digital media. Students will be required to plan and produce multimedia programs with audio assets that the individual student creates. The course provides an advanced understanding of audio equipment for digital production in the field and in the recording studio. The use of ProTools technology is emphasized.  
Lecture: 2 hours – Lab: 4 hours  
Prerequisite: IMMT 151 Lab Fee: \$20.00

**IMMT 157 Sports Broadcasting (A)** 4 credits  
This course provides students with an overview of sports broadcasting. Students will analyze sporting events, write an appropriate treatment for the video, create an appropriate blocking plan, and produce videos of Columbus State Sporting events that are broadcast ready. In addition to sport storytelling, students will learn the proper video and audio aesthetics for creating videos of sporting events (action shots, finding drama in the event, shooting live footage, adding proper announcing tracks). Image capture/digitizing, editing at a digital work station, and broadcast video will be highlighted.  
Lecture: 4 hours - Lab: 0 hours  
Prerequisite: IMMT 150 Lab Fee: \$36.00

**IMMT 158 Motion Graphics (After Effects) (SP)** 3 credits  
In this course students will learn fundamentals of how to use After Effects to create motion graphics by integrating interactive media, sound, and video into interesting compositions. Students will learn how to set keyframes on a timeline and work with transform properties, motion paths, masks, and effects.  
Lecture: 3 hours – Lab: 0 hours  
Prerequisites: IMMT 150, 240 Lab Fee: \$20.00

**IMMT 159 Music Video Production (SP)** 4 credits  
This course provides students with an overview of music video production. Students will analyze music genre specific videos, write an appropriate treatment for the video, storyboard, and produce two music videos (one for a local musician/group). In addition to music video storytelling, students will learn the proper video and audio aesthetics for creating a music video (group shoots, directing the band, shooting live footage, adding proper audio tracks). Image capture/digitizing, editing at a digital work station, and web conversion will be highlighted.  
Lecture: 4 hours - Lab: 0 hours  
Prerequisite: IMMT 150 Lab Fee: \$36.00

**IMMT 188 Introduction to 3D Game Production (W, SU)** 4 credits  
This course is a nondigital introduction to the concepts of game design. Topic covered include what makes a good game, brainstorming game concepts, setting game parameters, allocating point systems and game-play mechanics. Through a variety of individual and group-oriented design challenges, students will develop a better understanding of game theory.  
Lecture: 3 hours – Lab: 2 hours  
Prerequisites: IMMT 115 and IMMT 116 Lab Fee: \$15.00

**IMMT 213 Designing an e-Commerce Website (A, SP)** 3 credits  
**(See Computer Information Technology CIT 213.)**

**IMMT 214 Web Database Development (W)** 3 credits  
**(See Computer Information Technology CIT 214.)**

**IMMT 215 Introduction to Video Game Development (W)**  
Students will be introduced to the open architecture of a working 3D game engine through lessons in programming, as it applies to the implementation of 3D art and animation. The course will also introduce students to the production pipeline for video game projects. Creating basic levels of design and interactivity in 2D and 3D will also be covered.  
Lecture: 3 hours – Lab: 2 hours  
Prerequisites: IMMT 188 Lab Fee: \$15.00

**IMMT 216 Media Graphics and Optimization (A, W, SP, SU)**

Image input, storage and retrieval using the industry standard Adobe Photoshop/Fireworks are the focus of this course. Each electronic photograph must be handled from digitization, through augmentation and final storage or utilization phases. Files will be transported over the Internet utilizing industry-standard file compression and transmission technologies.  
Lecture: 4 hours – Lab: 0 hours  
Prerequisites: IMMT 111 or GRPH 251 Lab fee: \$30.00

**IMMT 217 Video Editing (W, SU)**

The basic principles of digital video are presented. Course covers the standards and methods for recording/editing and the interconnection of digital video. Concepts of digital conversation, video coding and processing, and digital audio with video are presented.

Lecture: 3 hours – Lab: 0 hours

Prerequisite: IMMT 111 Lab fee: \$33.00

**IMMT 233 3D Environment Design and Development (SP) 4 credits**

This course covers the process through which video game environments are designed and executed for use in a suitable game engine - from the 2-dimensional concept phase to 3-dimensional modeling, surfacing, creating triggerable events and lighting.

Lecture: 2 hours – Lab: 4 hours

Prerequisite: IMMT 242 & GRPH 116 Lab fee: \$30.00

**IMMT 236 3D Modeling (W, SP)**

This course provides students with an overview of how to model, render, light, and animate in 3D environments using industry standard software. Topics covered include environment navigation, primitive geometry construction, basic lofting, modifier based editing, parametric editing, texture creation, basic texture mapping, basic lighting, particle systems, and basic keyframe animation. Web design and 2D editing tools are also integrated in the course material. Maya software is used in this class.

Lecture: 2 hours – Lab: 4 hours

Prerequisites: IMMT 101, IMMT 111 Lab fee: \$36.00

**IMMT 237 Beginning Flash [Design] (A, SP)**

This course provides the students with an overview of how to begin, storyboard, create and design a fully functional Flash Web site. This course surveys the major sources of businesses that use Flash. Topics covered include becoming familiar with the palettes and tool box, new design, and drawing techniques, using Flash as an authoring tool, and understanding and applying Flash's expanded actions and scripting capabilities.

Lecture: 2 hours – Lab: 4 hours

Prerequisites: IMMT 216 or GRPH 243 Lab fee: \$33.00

**IMMT 238 Intermediate Flash [User Interaction with ActionScript] (W)**

Scripting is an accessible and powerful form of computer programming that designers and multimedia developers can use to increase the level of interactivity, optimize, and enhance their multimedia web projects. The purpose of the course is to teach the core concepts of scripting as they apply to multimedia and Web development.

Lecture: 2 hours – Lab: 4 hours

Prerequisite: IMMT 237

**IMMT 239 Advanced Flash [Interactive Development-Gaming] (A)**

Building on the previous two courses (IMMT 237, 238), students learn deeper interactive scripting capabilities of Flash. This course briefly details the science of game development using the Flash software, including design, story character development, the physics and motion of a game, and audio issues. Many of the latest features of Flash CS3 are covered, including the new sound channels, bitmap caching, texture pages, and more. Some other important issues will be discussed including, how to add effects to games, including motion blur and depth blur, flow effects, drop shadow, bevel with highlights, and video with alpha. Through this course, a variety of games are created using the power of Flash and the most recent advancements in ActionScript 3.0. With a basic knowledge of Flash and the techniques provided here, developers will be able to enhance their productivity and produce high quality games that make a real impact.

Lecture: 4 hours – Lab: 0 hours

Prerequisite: IMMT 238 Lab fee: \$33.00

**IMMT 240 Documentary Storytelling and Production (SP)****4 credits**

This course provides students with an overview of documentary storytelling. Students will analyze documentaries, write appropriate scripts for the documentary, storyboard, and produce a documentary video that has relevance to the local area. Students will also learn the proper video and audio aesthetics for telling the documentary (interviewing, developing a narrative

from footage, framing shots, documentary assets, etc.). Image capture/digitizing and editing at a digital workstation will be highlighted.

Lecture: 2 hours – Lab: 4 hours

Prerequisite: IMMT 150, IMMT 153 Lab Fee: \$36.00

**IMMT 241 Cascading Style Sheets****4 credits**

This course deals with basic and intermediate understanding of developing sites using Cascading Style Sheets. Components include CSS essentials, learning to build effective navigation and page layouts, working with typography, colors, backgrounds, and white space. The basics of HTML should be understood before entering this class.

Lecture: 2 hours – Lab: 4 hours

Prerequisite: IMMT 111 Lab Fee: \$15.00

**IMMT 242 Advanced 3D Computer Modeling–MAYA II (A, SP)****4 credits**

This course extends beyond both the 3D computer modeling and animation course to introduce students to advanced methods and features within the Maya 3D software. Upon completion of this course, students will understand more complex modeling, texturing, lighting, animation, and rendering principles found within this program. Techniques taught within this class will offer more skills to provide them with an understanding what is to be expected within the game development industry and how they operate. Finally, a movie short will be produced through rendering a camera fly-thru within Maya and compiling the rendered frames in a non-linear editing program.

Lecture: 3 hours - Lab: 2 hours

Prerequisite: IMMT 236 Lab Fee: \$15.00

**IMMT 243 3D Character Design and Development (SP)****4 credits**

This course focuses on the production process of character creation for video games – from concept and 3D modeling to surfacing, normal mapping, rigging and animating. Finally, students will explore the use of a scripting language as it applies to character setup and animation. A complete character will be developed for the final project.

Lecture: 3 hours - Lab: 2 hours

Prerequisites: IMMT 245 and GRPH 216 Lab Fee: \$15.00

**IMMT 245 3D Animation (AU, SP)****4 credits**

This course extends beyond the 3D computer-modeling course and introduces students to an overview of animation and rendering through using Maya. Upon completion of this course, students will understand basic animation principles, how to apply technical animation techniques to 3D objects, and create a sense of life within the 3D environment. Finally, a movie short will be produced through rendering their characters within Maya and compiling them in a non-linear editing program.

Lecture: 2 hours - Lab: 4 hours

Prerequisites: IMMT 236 and GRPH 116 Lab Fee: \$30.00

**IMMT 248 Programming for Video Games (A)****4 credits**

This course introduces students to the basics of 2D game programming using the JAVA language. It starts out by explaining the basics of writing a simple 2D vector-based game (i.e., using lines and filled polygons) that evolves into a fully featured sprite-based game by the end of the course. Students will learn about Java's graphics classes, and how to get input from the user and how to play sound effects and music – all within the context of an online game. Previous knowledge of Java is recommended, but not required; students who have never used Java before should be able to keep up if they keep a Java primer or reference book handy.

Lecture: 3 hours – Lab: 2 hours

Prerequisites: IMMT 215 and IMMT 239 Lab Fee: \$15.00

**IMMT 249 Corporate and Instructional Video Production (SU)****4 credits**

This course is designed to expand student understanding of video production in a corporate environment. Students will learn how to tell appropriate corporate and instructional stories. Techniques and aesthetics for corporate videos will be a main focus (framing, steadicam movement, costumes, casting, etc.). Advanced skills in image capture/digitizing, titles, and editing at a digital workstation will be developed through the creation of comprehensive video projects for internal and nonprofit organizations.

Lecture: 2 hours – Lab: 4 hours

Prerequisite: IMMT 150. IMMT 153 and IMMT 152

Lab Fee: \$36.00

**IMMT 250 Document Transfer Using Acrobat (A, SP, DL) 3 credits**

Adobe Acrobat facilitates the creation of PDF documents, the industry-standard format for cross platform document delivery. This course will present an overview of Adobe Acrobat, its use and application in production, with emphasis on generating Acrobat PDF files for integration and delivery in

a pre-press environment and on the Web. Students must have access to Adobe Acrobat 6.0 software (not just the reader).

Lecture: 3 hours – Lab: 0 hours Lab Fee: \$22.00

#### **IMMT 251 Multimedia Practicum (A, W, SP, SU, DL)**

This practicum offers supervised, on-the-job application of knowledge and skills acquired in the classroom. Internship applications must be filed with the department at least 2 months prior to internship start date.

Lecture: 0 hours – Lab: 28 hours

Prerequisites: IMMT 101, IMMT 111, IMMT 216, and permission of instructor; contact the Interactive Media Dept. for details

Corequisite: IMMT 252 Lab fee: \$3.00

#### **IMMT 252 Multimedia Seminar (A, W, SP, SU, DL) 1 credit**

IMMT 252 explores the application of business knowledge to specific areas of on-the-job practicum experience. Internship applications must be filed with the department at least 2 months prior to internship start date.

Seminar: 1 hour

Prerequisites: IMMT 101, IMMT 111, IMMT 216 and permission of instructor; contact the Interactive Media Dept. for details.

Corequisite: IMMT 251 Lab fee: \$3.00

#### **IMMT 260 DVD Development (SU) 4 credits**

Students will develop a DVD demo reel with the use of Avid software. Topics will include DVD workflow, preparing video assets, compressing video for DVD, DVD menus, and promotion using DVD covers. At the end of the course, students will be able to develop their own DVD demo reel for external use in locating a professional position.

Lecture: 2 hours – Lab: 4 hours

Prerequisites: IMMT 151, IMMT 155, IMMT 249 Lab Fee: \$36.00

#### **IMMT 262 Web Publishing Site Design (W, SP, SU) 4 credits**

This course provides the student with an overview of how to begin, storyboard, create and design a fully functional Web site. The software Dreamweaver is a professional authoring tool for creating and managing Web pages. Topics covered include becoming familiar with the palettes and tool box, design techniques, using Dreamweaver as an authoring tool, understanding and applying Dreamweaver's expanded scripting capabilities.

Lecture: 2 hours – Lab: 4 hours

Prerequisites: IMMT 101, IMMT 111 Lab fee: \$30.00

#### **IMMT 263 Video Game Development I (W) 3 credits**

Using the technical skills introduced in IMMT 215, the students in this capstone course will experience a real-world environment of team-based production. Students will practice their communication and collaboration skills in designing and executing a basic game concept.

Lecture: 1 hour - Lab: 4 hours

Prerequisites: IMMT 215 Lab Fee: \$15.00

#### **IMMT 264 Video Game Development II (SP) 3 credits**

The second capstone course is the continuation of IMMT 263. Team-based projects will continue development and features will be added. Emphasis will be placed on evaluation of code, as well as refinement of placeholder art and animation.

Lecture: 1 hour – Lab: 4 hours

Prerequisites: IMMT 263 Lab Fee: \$15.00

#### **IMMT 271 Interactive Portfolio Development (A, SP) 4 credits**

Thirty weeks of Flash design and development will assist students in building confidence and focus when marketing themselves. Students will take that knowledge and author their own interactive CD resume for external use in locating a professional job.

Lecture: 2 hours – Lab: 4 hours

Prerequisite: IMMT 239 Lab fee: \$33.00

#### **IMMT 280 Rich Media Communications (Adobe Flash) 4 credits**

Adobe Flash is one of, if not the leading, Internet technology tool for creating 'Rich Media' Web pages. Statistics show that over 95% of Internet users have Flash-capable Web browsers and designers take advantage of that ubiquity. This course follows the guidance of the **Adobe Certified Associate** program objectives for their '**Rich Media Communications**' certificate. Upon successful conclusion of this course, students will participate in a certification test from Adobe. The fee for this test is included in the lab fee. Successful test takers receive a certificate of accomplishment directly from Adobe in their Adobe Certified Associate program for Rich Media Communications. The course does not guarantee success for students taking the certification test, but is a useful and targeted preparatory tool for them prior to taking that certification test. Students taking this course should have FAMILIARITY WITH COMPUTERS, INTERNET, EMAIL, AND BLACKBOARD and receive permission of instructor (call IM Department [614] 287-5010).

Lecture: 2 hours – Lab: 4 hours Lab fee: \$52.00

#### **IMMT 283 Web Communications (Adobe Dreamweaver)**

Adobe Dreamweaver is one of the leading Web page/site software tools used in the industry today. This course follows a curriculum directed by Adobe, which centers on the Adobe Dreamweaver software application. This course prepares students for testing in the **Adobe Certified Associate 'Web Communications'** program. Upon successful conclusion of this course material, students will participate in a certification test from Adobe. The fee for this test is included in the lab fee. Successful test takers receive a certificate of accomplishment directly from Adobe in their Adobe Certified Associate program for Web Communications. The course does not guarantee success for students taking the certification test, but is a useful and targeted preparatory tool for them prior to taking that certification test. Students taking this course should have FAMILIARITY WITH COMPUTERS, INTERNET, EMAIL, AND BLACKBOARD and receive permission of instructor (call IM Department [614] 287-5010).

Lecture: 2 hours – Lab: 4 hours Lab fee: \$52.00

#### **IMMT 288 Post Production (A)**

This course teaches the fundamental skills used in post-production. Post production is the term for the final stage in game development in which the raw material (graphics and characters by the design crew and recorded by the production sound crew) is edited together to form the completed game. Post production elements range from quality assurance (QA testing), final packaging and manual, sales presentation, "beta green light", the release, manufacture and shipping.

Lecture: 3 hours – Lab: 2 hours

Prerequisites: IMMT 241, IMMT 263 and GRPH 265 Lab Fee: \$ 15.00

#### **IMMT 290 Visual Communications (Adobe Photoshop)**

Adobe Photoshop is one of the leading Web page/site software tools used in the industry today. This course follows a curriculum directed by Adobe, which centers on the Adobe Photoshop software application. This course prepares students for testing in the **Adobe Certified Associate 'Visual Communications'** program. Upon successful conclusion of this course material, students will participate in a certification test from Adobe. The fee for this test is included in the lab fee. Successful test takers receive a certificate of accomplishment directly from Adobe in their Adobe Certified Associate program for Visual Communications. The course does not guarantee success for students taking the certification test, but is a useful and targeted preparatory tool for them prior to taking that certification test. Students taking this course should have FAMILIARITY WITH COMPUTERS, INTERNET, EMAIL, AND BLACKBOARD and receive permission of instructor (call IM Department, [614] 287-5010).

Lecture: 2 hour – Lab: 4 hours Lab fee: \$52.00

#### **IMMT 295 Portfolio Development (SP)**

Students will use this course to compile the elements of their professional portfolio. The course also covers related information regarding job interviews, trade shows, professional standards, and contract negotiation.

Lecture: 3 hours – Lab: 2 hours

Prerequisite: IMMT 241 Lab Fee: \$15.00

#### **IMMT 297 Special Topics in Interactive Media (On Demand)**

This course offers a detailed examination of selected topics in Interactive Media. Lab fee: \$3.00

**IMMT 299 IMMT Internship (A, W, SP, SU, DL) 4 credits**

IMMT 299 is an opportunity for supervised on-the-job application of knowledge and skills acquired in the classroom. Students also report through journal entries and presentations about the practicum experience. Internship applications must be filed with the Department at least two months prior to internship start date.

Lecture: 0 hours – Lab: 4 hours

Prerequisite: IMMT 150, IMMT 216, permission of the instructor; contact the Interactive Media area for details.

Lab fee: \$3.00

**INTERACTIVE MEDIA**

**Chairperson**, Mary A. Vaughn, A.B., *St. Peter's College*, M.A., *The Ohio State University*

**Coordinator**, Associate Professor Jon Lundquist, B.F.A., *The Ohio State University*, M.B.A., *Ohio Dominican University*

**Faculty**, Associate Professor Patrick Fellers, B.S., *The Ohio State University*, M.Ed., *Ohio University*; Assistant Professor James Higgins, B.S., *Central Missouri State University*, M.A., *Central Missouri State University*; Instructor Patrick Kenney, B.F.A., *The Columbus College of Art and Design*

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