



## MULTIMEDIA AND IMAGE MANAGEMENT TECHNIQUES Course Syllabus

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<b>Course Number:</b>		<b>Instructor:</b> Tami Frascht
<b>OCAS Code:</b>	8150 (OHLAP Approved)	<b>Phone Number:</b> 580.327.0344
<b>Course Length:</b>	120 hours	<b>Email:</b> tfrascht@nwtech.edu
<b>Career Cluster:</b>	Information Technology	<b>Campus:</b> Alva
<b>Career Pathway:</b>	Web and Digital Communications	<b>Program:</b> Digital Design
<b>Career Major:</b>	Desktop Publisher/Graphic Designer, Graphic Design Specialist and Web Producer	
<b>Pre-requisite:</b>	Fundamentals of Technology	
<b>Course Description:</b>	Students will acquire fundamental skills in image creation and management procedures and enhancement techniques as they create, revise, optimize, and export graphics for video, print, and web publishing.  This course equals 1 credit for OHLAP.	
<b>Instructional Philosophy:</b>	The instruction for this course will be heavily application based with a minimum of lecture and demonstration. Students will be expected to work independently and in teams to complete projects. Instructional delivery methods will include traditional textbook methods in addition to online video based training and online tutorials. Students will be required to work on assignments as well as instructor-approved projects and/or tutorials and their choice of projects.  Students may participate in work-based learning activities when adequate skill level is obtained and opportunities become available.  Assignments may require students to draw upon academic skills in mathematics, science, and language arts.  Student assessment will be based on individual as well as group work and tests. Rubrics will be used to assess projects.	
<b>Course Goals:</b>	Upon successful completion of this course, the student will be able to: <ul style="list-style-type: none"><li>• Identify differences in platforms, browsers, display settings, etc., and related issues.</li><li>• Use scanning devices and software to properly scan reflective and transparent mediums.</li><li>• Demonstrate basic design procedures using photo-editing software that include photo enhancement, correction, restoration, and manipulation.</li><li>• Manipulate, troubleshoot, compress, publish, and export graphics and/or animations.</li><li>• Identify and employ design and color principles while creating visually appealing graphic images.</li><li>• Apply appropriate techniques for web and print publishing.</li><li>• Demonstrate sensitivity in communicating with a diverse workforce.</li><li>• Identify legal and ethical issues in the IT field.</li><li>• Prepare visual design specifications and evaluate visual appeal.</li><li>• Demonstrate proficiency in the use of digital imaging techniques and equipment.</li><li>• Select and utilize appropriate software and hardware tools.</li><li>• Produce or acquire graphics, animation, audio, and/or video content.</li><li>• If using Adobe Photoshop for image editing, apply the following features appropriately:</li></ul>	

color, efficiency and automation, file management, filters and effects, image properties, layers, masks and channels, text tools, and user interface.

- If using Macromedia Fireworks for image editing, apply the following features appropriately: animation, commands, effects, setup, web images, behaviors, drawing tools, exporting, and tools.
- Create and manipulate original digital images using the features of vector graphics software.
- 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.

**Major Course  
Projects:**

**Project #1: Daily Blog Entry**

Each day students will update their blog with a description of tasks completed that day and/or certifications achieved as well as skills used or learned. Students will provide links to work completed and/or tutorials utilized.

**Project #2: Create and Maintain Student Website**

Students will create and maintain a website for class purposes. Students will post assignments on their website.

**Project #3: Integrated Assignments**

Students will complete a variety of individual and group assignments and projects throughout the course.

**Instructional Delivery  
Plan:**

Assignments for the course will be posted on instructor's blog as well as my website. Instructor will occasionally email assignments as well. Announcements will be posted daily on my blog.

A course syllabus is posted on instructor's website. Checklists may be provided for units of study. Students will post assignments on their website as well as links on their blog. Students will complete in-class assignments and homework assignments as required. Announced and un-announced quizzes may be given periodically. Projects will be given within each grading period. Industry-recognized Brainbench exams may be utilized as end-of-course exams.

Students are provided e-mail accounts to be used for class purposes only. Students are encouraged to ask questions during class as well as e-mail questions to the instructor.

**Assessment Plan:**

Students will be assessed on the following:

Blog Entries

Website Design and Maintenance

Daily Work and Tests

Projects

Grading Scale:

A	90-100	Exceeds expectations
B	80-89	Meets industry standards and expectations
C	70-79	Passing grade, but does not meet some standards
D	60-69	Passing, but only meets the minimum standards
F	Below 60	Failing, does not meet minimum standards

In addition to the instructor assessing student work, students may be required to evaluate the websites and assignments of other students based upon rubrics and criteria provided by the instructor. Students will be required to provide written compliments, recommendations and constructive criticism for other students.

The instructor may require students to redo work that is assessed as not meeting the minimum standards.

**Alliance Credit  
Offered:**

Multimedia and Image Management Techniques – Northern Oklahoma College (may change without notice)

**Industry Alignments:** Aligns with the following industry recognized certifications:

- Adobe Certified Associate: Visual Communications Using Photoshop

**End of Instruction Industry Assessment:** The following Brainbench exams will be utilized as end of instruction assessments (choose 1):

- Adobe Photoshop
- Adobe Illustrator

**Resources:** Lynda.com Online Learning Library