**JCO 4201 MULTI-MEDIA PRODUCTION**

**COURSE NAME: MULTI-MEDIA PRODUCTION COURSE CODE: JCO 4201**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

This course engages students practically in the use of multi-media technologies using popular and professional software and hardware/digital tools and techniques. While students are enabled to appreciate and use media in an integrated manner and to design across media platforms, they are encouraged to strengthen their primary strengths in publication- or electronic-based media. Students are required to complete and submit hands-on projects in image, audio, and video editing and production. Students experiment with audio-visual technologies to create interactive content for web pages or online media that they have created. They learn how to apply multi-media technologies to enhance and transform the professional practices of journalism and communication. Students learn how to write, design, produce, and package for online and digital media in creative ways. The primary outputs of this course are a series of multi-media projects contributing to a final portfolio. Students are given an opportunity to exhibit their portfolios for public view and comment and for professional critique by their peers and professionals in the industry.

**Course Objectives:**

1. To equip students with audio-video and visual skills to create multi-media products.

**Course Outline:**

1. Introduction to multimedia: defining multimedia; working with multimedia

2. Working with digital photography: operating a digital camera; downloading photos from a digital camera to a computer; photo editing using Adobe Photoshop; scanning photos using a scanner and Adobe Photoshop; creating a digital photo album using PowerPoint; taking photos on your phone and downloading those photos to a computer; burning photos onto a CD

3. Working with audio files: recording sound using an audio recorder; recording sound using your phone; downloading your file to a computer; editing sound on a computer; converting files to MP3 and using these files say in PowerPoint presentations.

4. Working with video files: recording digital video; downloading files to a computer; editing the video files; converting the files for use on DVDs.

5. Working with online media: introduction to website design using Macromedia Dreamweaver; writing for online media; recording digital video and sound and creating clips for use on the Web; uploading photos on Twitter, MySpace, Facebook; creating podcasts; website hosting.

6. Assembling the various multi-media products.

**Learning Outcomes:**

At the end of this course, the student should be able to:

1. Operate a digital video and still camera as well as sound recorder with confidence

2. Download and save audio and video files to a computer

3. Edit audio, video and photo files

4. Convert audio/video/photo files to MP3 and MP4 and for DVD use

5. Design a basic website and write for online media

6. Create audio and video clips for a website

7. Burn files on a CD

**Methods of Teaching/Delivery:**

• Interactive lectures

• Lab practicals

• Demonstrations

**Method of Assessment:**

• Eight assignments will be progressively assessed and will contribute

100% of the grade.

**Readings/Reference Materials/Learning Resources:**

• Software: Dreamweaver, Audacity, Sound slides, iMovie (or other video editing software like Final Cut or Adobe Premiere).

• [www.w3schools.org](http://www.w3schools.org/)

• <http://mindymcadams.com/tojou/2009/why-does-anyone-major-in->journalism/