

Western Technical College

10206147 Multimedia Presentation

Course Outcome Summary

Course Information

Description	This course covers the design and effective use of graphics for presentations. The emphasis will be on design for effective presentations, uses of different types of audiovisual materials and equipment. The last half of the course will be computer based.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3.00
Total Hours	72.00

Types of Instruction

Instruction Type	Credits/Hours
Lecture	2 CR / 36 HR
Lab	1 CR / 36 HR

Course History

Purpose/Goals

The student will be able to produce a wide variety of presentation and training materials for various methods of delivery, while becoming familiar with motion graphics and DVD authoring. This will culminate in the student creating their own digital portfolio DVD.

Pre/Corequisites

Prerequisite	10201109 Adobe Illustrator
Prerequisite	10201185 Adobe Photoshop
Pre/Corequisite	10206145 Visual Communications Portfolio
Prerequisite	10701135 Video Production-Field

Textbooks

Slide:ology: The Art and Science of Creating Great Presentations. Copyright 2008. Duarte, Nancy.
Publisher: Ingram Publisher Services. **ISBN-13:** 978-0-596-52234-6. Required.

Core Abilities

1. **Apply mathematical concepts.**
Status Active
2. **Demonstrate ability to think critically.**
Status Active
3. **Demonstrate ability to value self and work ethically with others in a diverse population.**
Status Active
4. **Transfer social and natural science theories into practical applications.**
Status Active
5. **Use effective communication skills.**
Status Active
6. **Use technology effectively.**
Status Active

Program Outcomes

1. **Demonstrate proficiency in using current audio, video and interactive technical tools (equipment).**
Type Local Status Active

Summative Assessment Strategies

- 1.1. Performance tasks. Instructor evaluated individual and group media projects. Tests and quizzes. Instructor evaluated portfolio DVD.

Criteria

- 1.1. Learner can identify and use equipment, cables, connectors and peripheral devices related to media production.
- 1.2. Demonstrates knowledge of camera operation (white balance, focus, exposure controls, composition and camera movements) and setup, including the use of lighting and lighting techniques.
- 1.3. Learner also demonstrates ability to properly solder connections and cables.

2. **Demonstrate proficiency in current, industry standard, audio, video and graphics software programs.**
Type Local Status Active

Summative Assessment Strategies

- 2.1. Instructor evaluated individual and group media projects. Tests and quizzes. Instructor evaluated portfolio DVD.

Criteria

- 2.1. Learner creates projects using appropriate software.
- 2.2. Display proficiency in selected Adobe Creative Suite programs (graphic creation and web design), digital non-linear editors (audio and video), motion graphics software, basic 3-D animation, Microsoft Word, Microsoft Power Point and Apple Keynote.

3. **Create media that displays a grasp of the Production Process (Pre-production, Production, Post-production).**
Type Local Status Active

Summative Assessment Strategies

- 3.1. Instructor evaluated individual and group media projects. Instructor evaluated group or individual presentations. Instructor, client and self evaluated service learning projects. Tests and quizzes.

Instructor evaluated portfolio DVD.

Criteria

- 3.1. Learner must utilize pre-production process for media projects, including the use of any or all of the following: concept, treatment, storyboard, script, needs analysis, schedule, checklist, time management tactics.
- 3.2. Learner must demonstrate proper use of formats and mediums while developing a consistent and logical workflow.
- 3.3. Learner must demonstrate and utilize file management.
- 3.4. Learner must participate in crew assignments, assign tasks and create proper files for each project.
- 3.5. Learner must also choose the proper format and medium for output and distribution while utilizing storage and archival techniques.
- 3.6. Demonstrate an ability to revise work and meet deadlines.

4. Synthesize media production skills including troubleshooting technical or aesthetic issues, while demonstrating problem solving skills.

Type Local Status Active

Summative Assessment Strategies

- 4.1. Instructor evaluated individual or group projects. Tests and quizzes. Timed, hands-on laboratory tests. Written research projects and assignments.

Criteria

- 4.1. Learner will display an ability to detect and diagnose technical problems.
- 4.2. Learner will attempt to solve problems through various methods.
- 4.3. Learner will correct problems as they arise, while demonstrating an ability to learn from previous lessons.
- 4.4. Learner will demonstrate an ability to work through aesthetic challenges.

Course Competencies

1. Enhance public speaking ability.

Domain Cognitive Level Creating Status Active

Criteria

Your performance will be successful when:

- 1.1. you become more comfortable with presentation, and speaking about yourself in a professional manner
- 1.2. you present material both personally and through voice-over
- 1.3. you gain an appreciation for various forms of presentation
- 1.4. you reflect and adapt from peer and instructor feedback of presentation

Learning Objectives

- 1.a. Create a presentation delivered by you, about your favorite aspect of Visual Communications
- 1.b. Present using slide show to back up your presentation
- 1.c. Receive feedback from instructor and peers

2. Construct personal brand identity.

Domain Cognitive Level Creating Status Active

Criteria

Your performance will be successful when:

- 2.1. you are exposed to various methods of content delivery
- 2.2. you effectively create materials that conform to three main forms of presentation
- 2.3. you become 70% proficient at content creation
- 2.4. you create a high quality training piece for delivery via web

Learning Objectives

- 2.a. Organize thoughts into logical outline, and create powerful presentation materials
- 2.b. Recognize the differences in types of presentation and construction requirements
- 2.c. Use prior knowledge gained in audio and video production courses

3. Create quality training materials.

Domain Cognitive **Level** Creating **Status** Active

Criteria

Your performance will be successful when:

- 3.1. you use audio in presentation
- 3.2. you use audio and digital images in presentation
- 3.3. you use audio, digital images, screen capture and motion video in presentation
- 3.4. you complete a high quality training presentation for web-based delivery

Learning Objectives

- 3.a. Use organization skills learned from all prior course work to organize and create quality presentations
- 3.b. Use audio recording techniques to record voice over for multimedia
- 3.c. Use video production skills to create high quality video for presentation
- 3.d. Use critical thinking to self-critique material
- 3.e. Use organizational skills
- 3.f. Draw on knowledge gained in program and build high quality training materials

4. Produce digital portfolio.

Domain Cognitive **Level** Creating **Status** Active

Criteria

Your performance will be successful when:

- 4.1. gather examples and edit down sample base to the absolute best representation of your work
- 4.2. you combine all materials efficiently into a logical order
- 4.3. you create a DVD with menus that describe what viewer will be viewing
- 4.4. you create custom artwork and DVD label for you digital portfolio

Learning Objectives

- 4.a. Give student solid grounding in DVD authoring
- 4.b. Introduce students to motion graphics
- 4.c. Combine knowledge of media compression in DVD creation
- 4.d. Use self-critique to edit all materials down to best work
- 4.e. Provide high quality DVD portfolio of student's best work

5. Prepare and present projects using a variety of formats.

Domain Cognitive **Level** Creating **Status** Active

Criteria

Your performance will be successful when:

- 5.1. you understand the differences in types of presentation
- 5.2. you produce examples of a variety of presentations
- 5.3. you provide and accept feedback on your work
- 5.4. you continue to improve in your assignments

Learning Objectives

- 5.a. Build confidence in self presentation
- 5.b. Become sensitive to needs of presenters by presenting themselves
- 5.c. Gain knowledge of different styles of presentation and their effectiveness

6. Identify best work from other classes.

Domain Cognitive **Level** Evaluating **Status** Active

Criteria

Your performance will be successful when:

- 6.1. you understand the differences in types of presentation
- 6.2. you produce examples of a variety of presentations
- 6.3. you provide and accept feedback on your work

6.4. you continue to improve in your assignments

Learning Objectives

6.a. Build self-confidence

6.b. Build organizational skills

6.c. Expose students to the need to be knowledgeable about topic being presented

7. Apply organizational skills learned in other classes.

Domain Cognitive **Level** Applying **Status** Active

Criteria

Your performance will be successful when:

7.1. you emmase a database of current and former students in order to maintain creative and collaborative relationships

7.2. you give constructive feedback that is well thought out, and not destructive

7.3. you receive constructive feedback from peers and use it to grow

7.4. you become familiar with the variety of areas in which you can work

Learning Objectives

7.a. Provide positive feedback on peer presentation materials

7.b. Team building, building networking skills with peers

8. Create tutorial videos.

Domain Cognitive **Level** Creating **Status** Active

Criteria

Your performance will be successful when:

8.1. you maintain file management in presentation software

8.2. you make use of templates to facilitate file good management

8.3. you understand the vast importance of good file management in many applications

8.4. you practice good file management in all applications

Learning Objectives

8.a. Realize how many different software applications adhere to similar file management

8.b. Believe in importance of proper file management in education and workplace settings

9. Select appropriate format for audience.

Domain Cognitive **Level** Analyzing **Status** Active

Criteria

Your performance will be successful when:

9.1. you effectively develop outlines for presentations

9.2. you provide step by step, or systematic training matierals

9.3. you maintain professionalism by removing extraneous sounds or words

9.4. you use design sense in your presentations to create fine quality productions

Learning Objectives

9.a. Be sensitive to the speaker's needs when creating presentation materials

9.b. Gain insight into directions that one can take in presentation

9.c. Realize the different types of presentation work in different situations and require different structure

Course Learning Plans and Performance Assessment Tasks

Type	Title	Source	Status
LP	Assignment #1; Presentations for a presenter	Course	Active
LP	Assignment #2; Stand alone presentations	Course	Active
LP	Assignment #3; Kiosk-style presentation	Course	Active

LP	Assignment #4; Stand-alone presentation with audio	Course	Active
LP	Assignment #5; Training presentation	Course	Active
LP	Assignment # 6; Intro to DVD authoring	Course	Active
LP	Assignment # 7; Final DVD creation	Course	Active
LP	Assignement # 8; Final presentation	Course	Active