

**Common Course Outline**  
**MULT 221**  
**Multimedia Project Development**  
3 Semester Hours

**The Community College of Baltimore County**

**Description**

**Multimedia Project Development**

Provides the structure and environment to design, develop and deliver web-based multimedia projects. This is a capstone course in the Internet and Multimedia Technology program.

Prerequisite: MULT 201 or MULT 209 or CMSC 157 or CINS 157.

**Overall Course Objectives**

Upon successfully completing the course students will be able to:

1. Identify the critical roles of multimedia development team members.
2. Define the process of multimedia project development.
3. Understand the varying interrelationships of multimedia building blocks.
4. Describe a variety of methods for funding a multimedia project.
5. Consider the implication of copyright, trademarks and patents in the development of a multimedia production.
6. Successfully manage a team to produce a multimedia project.
7. Create and follow a project plan to develop a multimedia project.

**Major Topics**

**I. The Multimedia Production Team**

- A. The diverse nature of the multimedia team
- B. Team dynamics
- C. Identifying and maximizing team member talents and skills

**II. The Role of the Production Manager**

- A. Project Health
- B. Team Management

**III. The Process of Multimedia Product Development**

- A. Concept
- B. Planning and Prototyping
- C. Acquisition
- D. Team Development
- E. Asset Collection
- F. Authoring
- G. Testing
- H. Deployment
- I. Maintenance

**IV. Planning the Components of a Multimedia Application**

- A. Multimedia Building Blocks
- B. Combination of Media

- C. Cross-Platform Issues
- V. Planning, Costing, Proposal Preparation and Financing
  - A. Defining the Production Schedule
  - B. Project Budgeting
  - C. Project Financing
  - D. Proposal Development
- VI. Multimedia Production Legal Issues
  - A. Production Contracts
  - B. Insurance
  - C. Copyrights and Intellectual Property
  - D. Patents and Trademarks
- VII. Multimedia Project Development

### **Course Requirements**

Grading: Grading procedures will be determined by the individual faculty member, will be provided the first week of class, and will include the following:

1. Project Plan: The student will develop and produce in a professional manner a project plan consisting of, at least, a multimedia storyboard, staffing analysis, project planning documentation, projects assessment, and client summary.
2. Projects: At least two team based multimedia projects will be produced.
3. Teamwork: The student will develop skills for working within a team and managing the dynamics of interpersonal relationships.
4. Final Grades: Grades will be determined by individual faculty members.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in growth in knowledge, attitudes, and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many different forms such as surveys, standardized or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvements of CCBC's course and programs.