Eskişehir Osmangazi University College of Art and Design
Visual Communication Design Department

COURSE INFORMATION FORM

SEMESTER	SPRING

COURSE CODE	141315001	COURSE NAME	MULTIMEDIA DESIGN

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
5	2	2	0	3	7	Required	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
		3	4	

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Project	40
FINAL		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	Computer Aided Graphic Design I, II, Interaction and Interface Design courses must be taken.
BRIEF CONTENT	Multimedia concept, the script for multimedia, creating illustrations and graphics, timeline, Flash, keyframe concept, timeline and layers, keyframe animation, use of bitmap images, animation with bitmaps, Tweening, banners, scene design and animation, Multimedia Project
COURSE OBJECTIVES	Teaching multi-media products and multimedia applications.
CONTRIBUTION TO VOCATIONAL EDUCATION	1. Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. 2. Ability to understand and practice the design process, its steps, and production techniques. 3. Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments
LEARNING OUTCOMES	1. Creating and using multimedia materials for different fields. 2. Describing and evaluating multimedia materials being created. 3. Re-editing and evaluating multimedia materials for each component. 4. Using multimedia as communication vehichle
TEXTBOOKS	ÖZTÜRK A.,PERKMEN S., *Multimedya ve Görsel Tasarım*, Profil Yayıncılık, 2009, ISBN: 9759962319
REFERENCES	1. Adobe Design Premium User Guides. 2. BECER E., *İletişim ve Grafik Tasarım*, Ankara: Dost Kitabevi,1997, ISBN 9757501093
MATERIALS	

WEEKLY COURSE PLAN	
WEEK	**SUBJECTS**
1	Course description, objectives and policies. What is Multimedia?
2	The script for multimedia
3	Creating illustrations and graphics
4	Using timeline for script application
5	The working space of Flash software, interface and tools; basic transactions
6	The working space of Flash software, interface and tools; basic transactions
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Keyframe concept, using timeline and layers. Practicing keyframe animation.
10	Importing, modifying, editing and tracing the bitmap images, animation with bitmaps
11	Concept of Tweening and Motion Tween, shape tween animations
12	Banner Concepts and design
13	Scene design and animation
14	Reading of types and reading process
15	Multimedia Project
16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.	x		
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			x
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.		x	
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.			x
6	Ability to understand and practice the design process, its steps, and production techniques.			x
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			x
8	Ability to utilize various artistic and industrial production techniques.		x	
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.	x		
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.		x	

LECTURER	SIGNATURE	DATE
Bilge Kınam		23.03.2015