

De La Salle—College of Saint Benilde
SCHOOL OF DESIGN AND ARTS
Multimedia Arts

COURSE SYLLABUS

COURSE CODE:	MMPROJ2
COURSE TITLE:	Multimedia Project2
COURSE CREDITS:	3 units (Advising class)
PRE-REQUISITE(S):	MMPROJ1, MMABIZ1
PRE-REQUISITE TO:	Exhibit, MMPRFOL
TYPE OF COURSE:	Major Course

COURSE DESCRIPTION:

Multimedia Project 2 is the last course in a series of three designed to enable the student to produce a culminating Multimedia project. It is expected that the student has already mastered the basic production courses needed to complete his/her chosen project. As such, this course is designed as a consultation venue between student and adviser in the area of project viability as well as monitoring the effectiveness of production management. The adviser also assists in the post-production phase of the project, the completion of documentation papers, the development of a suitable marketing plan and the preparation for an External Defense before a panel composed of practitioners in the field/s relevant to the project.

The Multimedia Arts student is envisioned to be proficient in the elements of production, adept in the technical skills required to integrate various multimedia disciplines to produce a worthwhile and substantive Multimedia Arts project. As such the Multim Series (MSCIETY, MMPROJ1 & MMPROJ2) is designed to become a vehicle for this showcase of proficiency in these aspects.

OBJECTIVES/VALUES:

At the end of this course, the student is expected to manifest the following as per ***Blooms Taxonomy***:

1. **Knowledge** To know the various stages of a Multimedia Project;
2. **Comprehension** To understand the various tasks needed to execute and accomplish a Multimedia project;
3. **Application** To apply the relevant theoretical framework to the development of the project form and content;
4. **Analysis** To determine the appropriate approach to create an original, sound, unique, thought-provoking, marketable and competitive Multimedia project that meets the objectives that the project seeks to accomplish;
5. **Synthesis** To fully integrate and synthesize ideas/concepts with technical skills to produce a Multimedia project;
6. **Evaluation** To objectively appraise one's work in terms of its effectiveness in addressing the chosen need in both form and content, in terms of its ability to meet industry standards.

COURSE CONTENT:

Week	Competencies	Topic	Activities
1	Production Management	Course Introduction	<ul style="list-style-type: none">▪ Discussion of Syllabus▪ Discussion of class policies and expectations▪ Assessment of completed Production elements
2-9	Multimedia Integration: Video Production, Photography, Graphic Design, Illustration, Interactive Design, Web Development Collaboration, Multimedia Marketing, Professional & Professional Ethics	Post-Production	<ul style="list-style-type: none">▪ Finalization of Project▪ Consultation with adviser▪ Formulation of Marketing Plan▪ Preparation of collaterals
10 – 12	Critical Analysis, Problem- solving	Pre-defense Evaluation	<ul style="list-style-type: none">▪ Evaluation by assigned faculty and adviser for purposes of endorsement for Internal and External Defense▪ Internal defense (if applicable)
13	Oral & Written Communication Critical Analysis	External Panel Defense	<ul style="list-style-type: none">▪ Project Defense before a panel of industry practitioners not connected with CSB
14	Professionalism	Revision & Final Submission	<ul style="list-style-type: none">▪ Incorporate revisions suggested by the External Panel▪ Submission of revised works and documentation

TEACHING METHODS/STRATEGIES:

Offline and online advising and consultations. A project checklist is being followed to guide the student according to his/her progress. A panel evaluation and presentation is conducted to assess the project.

POLICIES AND GUIDELINES:

1. Students must consult at least three (3) times with their adviser EXCLUDING the Mid-term and Final Consultation for a minimum of five (5) consultations in a term.
2. Students must present their completed project to their adviser and content evaluator for External Defense Endorsement. Only the content evaluator assigned to a specific kind of project and the student's adviser may endorse the project for External Defense. Endorsement is a pre-requisite to External Defense, NO ENDORSEMENT, NO EXTERNAL DEFENSE. Secure endorsement slip from the department staff.
3. Payment of the External Defense Fee is a pre-requisite to External Defense. Submit the yellow receipt to the department staff.
4. Students must incorporate the suggested revisions of the External Panel prior to submitting their final work at the end of the term.
5. Students who received a Panel Average Grade of 3.0 and above SHOULD submit hard bound copy of project for archiving. See samples in the Archive Room (1006).
6. Passing the External Defense is a pre-requisite to passing MMPROJ2.

REQUIREMENTS:

1. Marketing Plan
2. Endorsement from Pre-defense Evaluators
3. External Panel Defense
4. Final Project

ASSESSMENT/ EVALUATION:

Marketing Plan	10%
Consultation	20%
External Defense	70%

REQUIRED MATERIALS:

On-line:

(Updated whenever possible in the FILES and/ or LINKS page of the e-group)

REFERENCES:

On-line

(Updated whenever possible in the FILES and/ or LINKS page of the e-group)