

BTEC 265 Multimedia Presentations

**Credit Hours:** 3

**Scheduled hours per week**

Lecture: # 3

Lab: #

Other: e-course

**Catalog Course Description:** This course is designed to provide students with the use of multimedia information and communication capabilities available via the Internet. Students learn how to locate, access, and retrieve a variety of media including text, images, audio, and video, as well as how to develop web resources including social networking.

**Prerequisites:** CS 101

**Corequisites:** None

**Course Learning Outcomes:**

Students should be able to:

- Identify and understand the types of tools a multimedia artist uses
- Use a multimedia tool
- Capture, create and edit sound
- Take better photographs
- Know animation principles and how they can improve multimedia packages
- Explain the principles of storytelling and project development

**Topics to be studied:**

- Multimedia Uses
- Multimedia Tools
- Sounds
- Photographs
- Animation Principles
- Storytelling
- Project Development

**Relationship of Course to Program or Discipline Learning Outcomes:**

<b>Associate of Applied Science in Business Technology (BTEC) Program Outcomes:</b>	
At the conclusion of the AAS in Business Technology program, students will:	
Communicate effectively and professionally both orally and in writing within the context of the business world in an administrative role.	X
Demonstrate competence in the use of electronic tools: hardware and software-to research, manage, and present information.	X
Utilize word processing software such as MS Word to design professional quality documents (reports, memos, etc.), including the ability to import and appropriately integrate tables and graphics.	X
Utilize spreadsheet software such as MS Excel to manipulate and analyze data, including basic operations on cells and cell ranges, formulas and functions, filters, sorts, and develop graphs and charts.	

Utilize presentation software such as MS PowerPoint to present information in an appropriate and sophisticated manner, including design templates, color and animation schemes, custom animation, and importation of charts, tables, and graphics.	X
Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities.	
Be prepared for admission to the Bachelor of Applied Science in Business Administration with a Business Information Technology (BIT) concentration at WVU at Parkersburg.	

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>10/20/2107</b>	

**Special projects or requirements of the course:**

Hands-on Applications  
Homework

**Additional information:**

BTEC courses require a C or better for Certificates, Associate’s Degree, and BASBA Major Concentration.

**Prepared by:**

Carol C. Thomas, Professor

**Date:** October 20, 2017