

Multimedia Program

FACULTY Professor Rowe; Associate Professor Lamoureux (program director); Assistant Professor Ferolo.

Mission

The Multimedia program at Bradley University maintains a strong focus on creative and conceptual problem-solving in the authoring of material for aspiring new-media professionals within a sound theoretical framework. Students will learn the importance of content research and project planning while becoming familiar with aesthetic conventions and the production environment within each of the component media types. Multimedia majors and minors incorporate the various media items into stand-alone projects with authoring tools designed for the Internet and for CD-ROM/DVD. Although advanced multimedia work involves some scripting, a computer science background is not essential for work in creative multimedia authoring.

Multimedia Major

Multimedia Major Core (10 hours)

A grade of "C" or better is required in each of these courses for graduation as a Multimedia Major.

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| ART 205 Typographic Design | 3 |
| MM 213 Basic Multimedia Authoring | 4 |
| MM 250 Introduction to New Media Theory | 3 |

Other Multimedia Major Requirements (34 hours)

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| ART 105 Two-Dimensional Design | 3 |
| COM 204 Audio Production | 3 |
| COM 345 Photojournalism and Documentary Photography | 3 |
| MM 113 Introduction to Media Production | 3 |
| MM 215 Introduction to Scripting Languages | 3 |
| MM 235 Multimedia Video Production | 3 |
| MM 313 Intermediate Multimedia Authoring | 3 |
| MM 365 Design for the World Wide Web | 3 |
| MM 413 Advanced Multimedia Authoring | 3 |
| MM 426 Multimedia Portfolio | 1 |
| MM 450 Issues in New Media Theory | 3 |
| MM 465 Advanced Web Design | 3 |

Specialization (12 hours)

Select in consultation with advisor.

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| ART 206 Graphic Design Methods and Processes | 3 |
| ART 225 Basic Black & White Photography | 3 |
| ART 226 Basic Color Photography | 3 |
| ART 240 Design History Survey | 3 |
| ART 305 Editorial Design | 3 |
| ART 306 Corporate Standards & Branding | 3 |
| ART 405 Graphic Information Systems | 3 |
| ART 406 Graphic Design Portfolio | 3 |
| CFA 301 Cooperative Education/Internship in Communication and Fine Arts | 0-6 |
| CS 121 Introduction to Data Structures | 3 |
| CS 500 JAVA Programming and Web Design | 3 |
| COM 399 Communication in Computer-mediated Environments | 3 |
| MM 513 Educational Software Design | 3 |
| MM 470 Digital Animation | 3 |
| MM 490 Independent Study | 1-3 |

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| MM 491 Special Topics in Multimedia..... | 1-4 |
| MUS 161 Music Theory..... | 2 |
| MUS 250 Introduction to Music Technology..... | 3 |
| SOC 421 Culture, Identity, and Cyberspace..... | 3 |

Suggested Electives

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| ART 142 Survey of Art History II..... | 3 |
| ART 245 American Art..... | 3 |
| COM 314 Introduction to Video: Studio Production..... | 3 |
| COM 491 Topics in Communication-Media Management..... | 1-3 |
| COM 492 Seminar in Communications..... | 1-3 |

Multimedia Minor

The Multimedia Minor is a 19-semester-hour program compatible with the majors in the Slane College of Communications and Fine Arts and with majors in other colleges. Courses are selected to provide an overview of skills in multimedia authoring which can apply to a variety of major programs of study.

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| ART 105 Two-dimensional Design..... | 3 |
| ART 205 Typographic Design..... | 3 |
| MM 113 Introduction to Multimedia..... | 3 |
| MM 213 Basic Multimedia Authoring..... | 4 |
| MM 250 Introduction to New Media Theory..... | 3 |
| MM 365 Designing for the World Wide Web..... | 3 |

Course Descriptions

MM 113 Introduction to Multimedia 3 hrs.

Tools and aesthetics of media production: word processing, photography, audio production, videography. Visual literacy. The desktop computer interface. Desktop publishing, presentation software, multimedia documents. Internet navigation and page production. Credit by examination available.

MM 213 Basic Multimedia Authoring 4 hrs.

Acquisition and computer processing of text, photographs, video and sound files. Incorporation of processed files into documents for computer multimedia. Solving problems in visual and multimedia communications assignments. Theories and cultural effects of visual communication and new media. Prerequisites: MM 113 or equivalent experience in computer skills.

MM 215 Introduction to Scripting Languages 3 hrs.

A non-technical introduction to the use of scripting languages in a web-based environment. An overview of current scripting languages such as Javascript, VBScript, and PERL. Cross-listed as CIS 215. Prerequisite: One semester of programming, or MM 213 and MM 365, or equivalent.

MM 235 Multimedia Video Production 3 hrs.

Fundamental principles and practices of professional video cameras, microphones, and lights for multimedia production. Interviewing procedures plus aesthetics and visuals. Non-linear editing. Prerequisites: MM 113; COM 204; sophomore standing.

MM 250 Introduction to New Media Theory 3 hrs.

Extracts and recombines fundamental aspects of art, communication, rhetorical, and computer theories to describe, explain, and understand new multimedia interaction environments. Prerequisite: 12 hours earned.

MM 313 Intermediate Multimedia Authoring 3 hrs.

Multimedia design and production using scriptable authoring and animation tools. Problems in interface design. Advanced media creation applications. Virtual reality environments. Prerequisites: MM 213, MM 235, COM 204; multimedia major or minor, or consent of instructor.

MM 365 Designing for the World Wide Web 3 hrs.

A studio course exploring typography and visual layout principles of interactive website design. Survey of theory, history, and methods of web design solutions. Discussion of transitional strategies in response to developing technologies. Cross-listed as ART 365. Prerequisites: ART 205, MM 213; or consent of instructor.

MM 413 Advanced Multimedia Authoring 3 hrs.

Problems and solutions of multimedia authoring and human interface design. Advanced scripting solutions. Project design in the professional workspace. Prerequisites: MM 313; Majors only, or consent of program director.

MM 426 Multimedia Portfolio 1 hr.

Preparation of a web-based, CD, or DVD-based portfolio incorporating elements of all significant multimedia-related work produced during the student's tenure at the university. Includes vita, personal information, and self-assessment. Research into portfolio styles and strategies. Documentation and organization of portfolio materials. Prerequisite: senior status in Multimedia Program.

MM 450 Issues in New Media Theory 3 hrs.

Topics course, with varying subjects, examining contemporary issues and problems in new media theory and the multimedia environment. Current topic/title in current schedule of classes. May be repeated, once, under different topic/title. Prerequisites: MM 213, 250; junior standing.

MM 465 Advanced Web Design 3 hrs.

A studio course exploring advanced and experimental web design strategies, with an emphasis on extended or applied projects. Discussion focused on the future of the web media and improved human-computer interactions. Topics to include: motion graphics, user response, audio, video, and virtual-reality technologies. Cross-listed as ART 465. Prerequisite: MM 365/ART 365 or consent of instructor.

MM 470 Digital Animation 3 hrs.

A studio course exploring computer modeling and animation. Survey of the theory, history, and practice involved with creating quality modeling for print media, and also modeling and animation for time-based audio-visual media. Prerequisites: ART 105, 106, 240 or consent of instructor.

MM 490 Independent Study 1-3 hrs.

Individual scholarly research or advanced creative production investigating aspects of multimedia communication. May be repeated under different topics for a maximum of six hours. Requires application (available from Program Director). Prerequisites: junior standing and consent of program administrator and faculty member.

MM 491 Special Topics in Multimedia 1-4 hrs.

Topics of special interest which may vary each time course is offered. May be repeated under different topics for a maximum of 8 hours credit. Topic and prerequisites stated in current Schedule of Classes. Only three hours may be applied toward MM specialization requirement. Prerequisites: junior standing, 9 hours in MM program core or specialization courses.

MM 513 Educational Software Design 3 hrs.

The design and construction of educational software that is based upon sound educational theory and best practice. Students will become proficient with appropriate multimedia instructional design software in developing their projects. Investigating and applying current theories of learning, instruction, and assessment. Cross-listed as ETE 513. Prerequisites: MM 113 or ETE 551; MM 213 or instructor approval.

- All music majors should declare a major instrument or voice by the end of the fourth semester. A music minor must declare at the time of audition.
- All music students must maintain a cumulative G.P.A. of 2.5 in music courses during the first two years in order to achieve advanced standing. Junior-senior credit in the major applied area can be earned only after a student has achieved advanced standing. Music majors with additional majors may not be allowed to apply these courses as junior/senior hours. Students should consult with their advisor(s).
- A "sophomore review" will be held during the spring semester of each student's sophomore year. At the beginning of the spring semester, each sophomore music major will be scheduled for a meeting with his or her advisor, the department chair, and other faculty members as required (e.g., private instructor, ensemble coach) for a review of the student's progress up to that time. The purpose of the review is to address any deficiencies that might impede the student's continued progress in his or her chosen field. Students will also have an opportunity to pose questions relevant to their academic programs at Bradley and their intended goals.

Proficiency Examinations

- Proficiency examinations are available in the following areas: theory (up to 4 credits), ear-training & sightsinging, history & literature, and applied music (limited to 2 semesters of credit).
- Students should consult with the department chair for further information regarding proficiency examinations.

Course Requirements:

Bachelor of Arts Degree or Bachelor of Science Degree with a major in Music

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| Applied Music (min. of 4 semesters) | 8 |
| Ensemble (each semester) | 4-8 |
| MUS 001 Recital Lab (each semester) | 0 |
| MUS 161 Music Theory I | 2 |
| MUS 162 Music Theory II | 2 |
| MUS 163 Elementary Ear-Training and Sightsinging | 1 |
| MUS 164 Elementary Ear-Training and Sightsinging | 1 |
| MUS 165 Keyboard Skills-Class Piano | 2 |
| MUS 166 Keyboard Skills-Class Piano | 2 |
| Two of the following: | |
| MUS 235 Music in Its Hist. Persp. I | 3 |
| MUS 236 Music in Its Hist. Persp. II | 3 |
| MUS 335 Music in Its Hist. Persp. III | 3 |
| MUS 336 Music in Its Hist. Persp. IV | 3 |
| Music Electives | 9-13 |
| Total Hours Required for Major | 41 |

Bachelor of Music Degree

BM students must complete the core requirements along with those for one of the majors.

Core Requirements

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| MUS 001 Recital Lab (each semester) | 0 |
| MUS 002 Senior Recital | 0 |
| MUS 141/341, 142/342, 143/343, 144/344, 145/345, or 146/346 (ensemble each semester) | 8 |
| MUS 161 Music Theory I | 2 |
| MUS 162 Music Theory II | 2 |
| MUS 163 Elementary Ear-Training and Sightsinging | 1 |
| MUS 164 Elementary Ear-Training and Sightsinging | 1 |
| MUS 165 Keyboard Skills-Class Piano | 2 |
| MUS 166 Keyboard Skills-Class Piano | 2 |
| MUS 235 Music in Its Historical Perspective I | 3 |
| MUS 236 Music in Its Historical Perspective II | 3 |
| MUS 261 Music Theory III | 2 |
| MUS 262 Music Theory IV | 2 |
| MUS 263 Ear-Training and Sightsinging | 1 |
| MUS 264 Ear-Training and Sightsinging | 1 |
| MUS 265 Advanced Keyboard Skills-Class Piano | 2 |
| MUS 266 Advanced Keyboard Skills-Class Piano | 2 |
| MUS 305 Counterpoint or MUS 319 Composition or MUS 405 Theories of Atonal Music | 2-3 |
| MED 321 Conducting I | 2 |
| MUS 335 Music in Its Historical Perspective III | 3 |
| MUS 336 Music in Its Historical Perspective IV | 3 |
| Total Core Hours Required | 44-45 |

Performance Major

Performance majors must complete the requirements for one of the following concentrations:

Piano Concentration

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| APL 189/389 Applied Music Piano (max. 4 hrs./sem.) .. | 20 |
| Half Junior Recital | 0 |
| MUS 327 Accompanying or MUS 328 Accompanying (4 semesters) | 4 |
| MUS 331 Piano Pedagogy | 2 |
| MUS 433 Piano Literature | 2 |
| Total Hours Required for Concentration | 28 |
| Total Hours Required for Major | 72 |

Piano Accompanying Concentration

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| APL 189/389 Applied Music Piano (max. 4 hrs./sem.) .. | 16 |
| Applied Music/accompanying techniques | 16 |
| MUS 125 Foreign Language Diction | 2 |
| MUS 421 Advanced Choral Conducting | 1 |
| MUS 422 Advanced Instrumental Conducting | 1 |
| MUS 480 Vocal Literature | 2 |
| MUS 491 Independent Study (Instrumental Music Literature) | 2 |
| Additional Requirements: | |
| Foreign language (French and German) | 7 |
| Accompany two half recitals in junior year with a singer and an instrumentalist (solo recital may substitute for either one). | |
| Accompany two full recitals in senior year with a singer and an instrumentalist. | |
| Total Hours Required for Concentration | 47 |
| Total Hours Required for Major | 91 |