WECM CHANGE TO EXISTING COURSE

(Indicate all applicable changes)

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Signature Indicates Approval:

Department Chair: 

Date: 10/15/2009

Dean: 

Date: 10/15/2009

Curriculum Committee Approval: ☐ Yes ☐ No

Curriculum Committee Chair: 

Date: 

Vice President of Instruction: 

Date: 

Distribution of Copies by the Office of the Vice President of Instruction:

(Original remains in the Office of the Vice President of Instruction)

☐ Curriculum Committee Website ☐ Division Dean ☐ Financial Aid Director

☐ Registrar ☐ Department Chair
IMED - Instructional Media Technology

IMED 1191. Special Topics in Educational/Instructional Media Design (1-0-1) 13.0501
Topics address recently identified current events, skills, knowledge and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student. Designed to be repeated multiple times to improve student proficiency. Suggested prerequisite: ITSC 1405.

IMED 1301. INTRODUCTION TO MULTIMEDIA Digital Media(2-4-3) 11.0801
A survey of the theories, elements and hardware/software components of multimedia digital media. Emphasis on conceptualizing and producing digital media presentations. Utilize the elements and hardware/software components of digital media; produce a digital media presentation; select optimal digital media strategies for various delivery systems; and examine digital media industry career opportunities. Topics include digital image editing, digital sound and video editing, animation, Website development and interactive presentations. Emphasis on conceptualizing and producing effective multimedia presentations. Prerequisite: ITSC 1301.

IMED 1305. Multimedia Courseware Development I (2-4-3) 13.0501
Instruction in courseware development. Topics include interactivity, branching, navigation, evaluation techniques and interface/information design using industry standard authoring software. Identify the learning process of the target audience; integrate appropriate digital media into courseware projects; and demonstrate the basics of prototyping courseware projects. Course offered in the Fall semester only. Prerequisites: ITSC 1301, IMED 1301.

IMEd 1316. Web design (2-4-3) 11.0801
Instruction in Web page design and related graphic design issues including mark-up languages, Web sites and browsers. Identify how the Internet functions with specific attention to the World Wide Web and file transfer; apply design techniques in the creation and optimization of graphics and other embedded elements; demonstrate the use of World Wide Web Consortium (W3C) formatting and layout standards; and design, create, test, and maintain a web site. Prerequisite: ITSC 1405. Course offered in the Spring semester only.

IMED 1345. INTERACTIVE MULTIMEDIA Digital Media (2-4-3) 11.0801
Exploration of the use of graphics and sound to create time-based interactive multimedia animations using industry standard authoring software. Develop an interactive digital media presentation integrating different types of media; design a navigation scheme; and demonstrate animation techniques. Suggested prerequisite IMED 1305. Course offered in the Fall semester only.

IMED 1491. Special Topics in Educational/Instructional Media Design (3-3-4) 13.0501
Topics address recently identified current events, skills, knowledges, and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student. This course was designed to be repeated multiple times to improve student proficiency. Learning outcomes/objectives are determined by local occupational need and business and industry trends.

IMED 2301. INSTRUCTIONAL DESIGN (2-4-3) 13.0501
An in-depth study of the instructional design process based on learning theories including
evaluation of models and design examples. Apply the instructional design process to
determine a project's content; produce an instructional multimedia project; test and revise the
project. Prerequisites: ITSC 1301, IMED 1305.

IMED 2305. Multimedia Courseware Development II (2-4-3) 13.0501
In-depth coverage of programming/scripting using an icon-based authoring system
with emphasis on advanced development of courseware products. Concepts of
object-oriented programming in a multimedia environment will include the use of
animation, the editing of audio files and video graphic images in the development of
a multimedia program. Advanced techniques using a script language are presented
to handle computer hardware events from other media devices such as CD-ROM and
audio devices. Advanced scripting used to handle navigation, text presentation and
manipulation of graphic images. Media presentations are developed that are nonlinear
and have access to information sources from peripheral devices. Includes a “handson”
laboratory. Plan and coordinate digital media projects; determine delivery platform
considerations and limitations; create storyboards and treatments; apply consistent design
conventions; and develop interactive courseware modules. Course offered in the Spring
semester only. Suggested prerequisites: IMED 1345 and 2301.

IMED 2309. INTERNET COMMERCE (2-4-3) 11.0801
An overview of the Internet as a marketing and sales tool with emphasis on developing
a prototype for electronic commerce. Topics include database technology, creating
Web sites in order to collect information, performing online transactions and generating
dynamic content. Perform audience analysis; state marketing objectives; evaluate strategies for
secure data transfer; and design a web project to use real-time processing capabilities intended
to interact with a database. Course offered in the Spring Semester only. Prerequisite: IMED
1345. Suggested prerequisites: ITSE 1402, ITSC 1405 and IMED 2415.

IMED 2311. Portfolio Development (2-4-3) 11.0801
Emphasis on preparation and enhancement of portfolio to meet professional standards,
professional organizations, presentation skills and job-seeking techniques. Arrange and refine
projects for presentation; identify current industry requirements for employment; develop a
presentation portfolio; and articulate the advantages of membership in a professional
organization. Prerequisite: IMED 2305.

IMED 2313. Project Analysis and Design (2-4-3) 11.0801
Introduction to the multimedia planning process for multimedia or Web including costing,
preparation, production legal issues and guidelines for pre-production preparation
and creation of a comprehensive design document including target audience analysis,
purpose and goals, objectives, content outline, flow chart and storyboard. Emphasis on
content design and production management. Emphasis on copyright and other legal
issues, content design and production management. Analyze client’s needs to determine a
solution; develop a comprehensive design document that includes target audience analysis,
budget, purpose, goals and objectives, content outline, flow chart, and storyboard. Prerequisite:
IMED 2305.

IMED 2349. INTERNET COMMUNICATIONS (2-4-3) 11.1004
Web server software installation, configuration and maintenance. Includes scripting,
website planning, testing, security, production and marketing. Course offered only in
the Spring semester. Install and configure a secure web server; describe, evaluate, and use appropriate tools for web site publishing; test performance and platform compatibility; utilize basic server-side scripting; and develop projects that demonstrate website planning, testing, production, and marketing.  Suggested prerequisites: ITSC 1405, ITNW 1454.

**IMED 2351. MULTIMEDIA Digital Media PROGRAMMING (2-4-3) 11.0801**

Advanced topics in multimedia programming including custom scripts for data tracking. Emphasis on developing multimedia programs customized to the client’s needs. Create and utilize custom functions and variables; develop error-checking objects; design intuitive navigation structures; and utilize advanced programming syntax. Prerequisite: IMED 1305 and ITSE 1402 or COSC 1436. Suggested prerequisite: IMED 2305.

**IMED 2415. WEB DESIGN II (3-3-4) 11.0801**

Study of hypertext mark-up language (HTML) and interesting layout techniques for creating engaging well-designed Web pages. Emphasis on identifying the target audience and producing a Web site according to physical and technical limitations, cultural appearance and legal issues. Interactive database-driven Web sites developed to accomplish this, using Access, VB.NET, ASP.NET, Javascript and Personal Web Server technologies. Demonstrate the use of World Wide Web Consortium (W3C) standards for style, accessibility, layout, and formatting; build web pages with dynamic customization capabilities; develop web sites designed for usability and cultural diversity; and utilize design strategies to increase the success of locating the site via search engines. Prerequisites: IMED 1301 and 1316. Suggested prerequisites: ITSE 1402 and ITSC 1405.

**IMED 2459. Interactive Web Elements (3-3-4) 13.0501**

Production of projects using current Web development tools that may incorporate dynamic data, Web graphics, animation, video and audio streaming. Producing and editing video and sound for multimedia and Web projects using a desktop digital video workstation. Select and utilize web animation and graphic programs applicable to specified business conditions and applications, create and add animation to a website, digitize and stream a video segment to a website, and utilize World Wide Web Consortium (W3C) standards. Suggested prerequisite: IMED 1301.