



South Central College

## **GCC 2250 Web/Interactive Media 3**

### **Course Outcome Summary**

#### **Course Information**

<b>Description</b>	This course builds on the course work covered in GCC 2150. The capabilities of different web and interactive applications will continue to be explored. Students will finalize their webfolios, and design other various promotional web and interactive projects. (Prerequisite GCC 2150 Web/Interactive Media 2).
<b>Total Credits</b>	3
<b>Total Hours</b>	80

#### **Types of Instruction**

<b>Instruction Type</b>	<b>Credits/Hours</b>
Classroom Presentation	1/16
On-Campus Lab	2/64

#### **Pre/Corequisites**

GCC 2150 Web/Interactive Media 2.

#### **Institutional Core Competencies**

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

#### **Course Competencies**

**1. Demonstrate file preparation for web and interactive media projects.**

**Learning Objectives**

- Evaluate web site portfolio digital design.
- Demonstrate Search Engine Optimization (SEO) planning.
- Demonstrate file formats and their uses.
- Demonstrate file optimization.
- Demonstrate file naming conventions.

**2. Prepare the web production software.**

**Learning Objectives**

- Prepare project folders and sub-folders.
- Prepare images from web site digital design.
- Save prepared files into appropriate folder(s).

Demonstrate web software interface.  
Define web site.  
Import images into web production software.  
Complete web site as per planning.

**3. Demonstrate web based software.**

**Learning Objectives**

Demonstrate the software interface,  
Review site design templates.  
Demonstrate file preparation for the software.  
Prepare flow charts and wireframes to plan web site content.  
Upload prepared files to the web site.

**4. Prepare a web site mock-up to coordinate with a printed project.**

**Learning Objectives**

Produce flow charts and wireframes to design navigation and content.  
Sketch concepts for the web site.  
Prepare a digital layout from the thumbnail sketches.  
Produce the graphic design in a layered digital document.  
Import images from the mock-up into the web software.  
Produce the web site.

**5. Design storyboards for web site mock-up multimedia presentation.**

**Learning Objectives**

Sketch concepts of the storyboard.  
Prepare storyboard templates.  
Produce a detailed storyboard for the multimedia presentation.  
Evaluate the storyboard.

**6. Prepare multimedia presentation for web site mock-up.**

**Learning Objectives**

Review multimedia presentation storyboard.  
Prepare images for web site mock-up.  
Import images into interactive software.  
Produce and edit the multimedia presentation.  
Prepare presentation for import into the site mock-up.

**7. Prepare a web site mock-up to coordinate with an ad campaign.**

**Learning Objectives**

Sketch concepts to coordinate with all the campaign elements.  
Produce flow charts and wireframes to design navigation and content.  
Design digital site mock-up.  
Produce site digital mock-ups.  
Prepare digital images for import.  
Import digital images into the web production software.  
Add interactivity to the site mock-up.

**8. Design storyboards for web site campaign ad animation.**

**Learning Objectives**

Sketch concepts for the storyboard.  
Prepare the storyboard templates.  
Produce a detailed storyboard for the ad animation.  
Evaluate the storyboard.

**9. Prepare ad animation for campaign site mock-up.**

**Learning Objectives**

Prepare images for for the ad animation.  
Import the images into the interactive software.  
Produce and edit the ad animation.

Prepare the ad animation for import into the campaign mock-up.  
Import ad into the web production software.

**10. Prepare portfolio website for remote site upload.**

**Learning Objectives**

Evaluate the final folder structure.  
Edit the portfolio site.  
Finalize the portfolio site.

**SCC Accessibility Statement**

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.