
Course Title: Production Studio I

Course Number: MTM330

Course Prerequisites: none

Credit Hours: 3

General Studies Credits: 0

I. Course Description:

How are media assets prepared and delivered in a production environment? What are the file formats used for different distributions, how does a production pipeline function and how is client specification and review navigated by those generating and delivering product? Students will be introduced to these issues and techniques through projects in a learning environment that reflects a production studio.

II. Course Goal

The goal of this course is to expose the learner to a production studio learning environment through a series of print based projects that will explore production pipeline and client specifications.

III. Program Objectives (Core, General Education, Degree):

The outcomes of this course are aligned and developed to support the following Program Objectives. Program Objectives may be supported by multiple courses.

1. General Education:

Objective 1: Student as globally minded individual: develops perspective on global matters, historical events, social conditions, and related developments through knowledge gathering and critical inquiry; makes connections between disparate ideas, concepts and event.

Objective 2: Student as problem-solver: articulates and solves problems, offers solutions, utilizes diverse thinking strategies appropriately..

2. Digital Media:

Objective 1: Produce 2D digital media pieces in a variety of aesthetics matching design trends and client requirements.

Objective 4. Demonstrate proficiency with accepted industry digital media generation, editing and presentation tools.

Objective 5: Demonstrate the ability to work within studio production pipeline to create and revise digital media that meet client timeline, design and quality requirements.

IV. Performance Objectives:

Upon successful completion of this course, the student will have demonstrated competency in the following objectives:

1. Explore the use and usefulness of various production and dissemination media in the communication process.
2. Design and create various digital media pieces in a variety of aesthetics matching design trends and client requirements
3. Promote and strengthen visual thinking and image generation as integral part of the design process
4. Develop advanced technical skills using Adobe Suite, analytical, visual and creative thinking
5. Present and critique created work
6. Demonstrate the ability to produce completed works that combine captured, library and original digital media

7. Demonstrate the ability to work within a studio production pipeline to create and revise digital media that meet client timeline, design and quality requirements

V. Standardized Assessments:

1. Week 1: Inside /Outside Assignment; Week 7: Collage Assignment; Week 12: Shopping experience
2. Week13: Week 8: newsletter; week 10 and 11: book for travel
3. Week 1: Inside/outside assignment; Week 2: What happened; week 7: collage poster
4. Week 8: InDesign tutorial
5. Week 7: presentations of the printed collateral; week 15: final project presentations
6. Week 12:, Week 12 and Week 15: presentations of student projects and critique
7. Week 12, Week 15 and Week 13: Maker studio

VI. Performance Evaluation:

Successful completion of this course requires students to obtain an overall cumulative grade of 60% or higher. Rating of the student's success in completing the stated objectives of this course will be based on the following percentiles:

1. Final Project = 30%
2. Assignments = 50%
3. Discussions = 20%

VII. Teaching Strategies:

The University of Advancing Technology actively utilizes the Year-Round Balanced Learning (YRBL) model for addressing different learning styles. The YRBL model consists of five delivery methods that include modified lecture, tutorial teaching, group recollection, student teachback and discovery learning. Students will engage in both synchronous learning activities in regular class periods and asynchronous (possibly online) activities. Group activities and team building are strongly encouraged within the synchronous and asynchronous environments.

The University of Advancing Technology holds non-exclusive rights to student projects to publish for promotional purposes only. By attending the school, students give implicit permission for the school to use their work in catalogs, brochures, etc. Students retain original rights to their projects and may market them as they see fit.

VIII. Instructional Materials and References:

NONE

IX. Credit Award Rationale:

Course Credit Award: 3 Credits

Class Hours (In Class, Asynchronous):

- Term: 45 Hours
 - 30 hours synchronous (in class)

- 15 hours asynchronous
- Week: 3 Hours
 - 2 hours synchronous (in class)
 - 1 hour asynchronous

Outside of Class (Reading, Research, Homework, Assignments, Projects, etc):

- Term: 90 Hours
- Week: 6 Hours

XI. Date of Last Review of Syllabus:

2/1/15

The nature of course delivery necessitates some flex in the outline of the course due to holidays, project work, etc. Courses can potentially vary from the stated outline but will cover all of the material listed in the outline of the course.