

# Multimedia Information Design

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The Multimedia Information Design Department at Cincinnati State prepares students to design and produce media content in all formats. The final product might be distributed as an interactive CD or DVD, a component of a mobile device application, a website, a TV or radio commercial, a production for television or cinema, or as printed information. The target audience may be a few people or many, and the products may be created for educational, entertainment, or commercial use.

The programs in this department include:

- Audio/Video Production
- Graphic Design
- Graphic Imaging Technology
- Industrial Design Technology
- Web and Multimedia Design

All students complete a core set of courses covering basic skills in design and production of media content. Subsequent courses introduce program-specific competencies, ranging from 3-D animation to music video production.

Most of the Multimedia Information Design labs are housed in the College's Advanced Technology & Learning Center (ATLC). Students have access to a professional video studio and editing lab, a recording studio and digital mixing labs, usability testing labs, and a full complement of computer labs. Computer hardware and software is comparable to systems used in industry.

## Audio/Video Production (AVP)

The Audio/Video Production program at Cincinnati State prepares students to create and manipulate digital audio, video, and graphic images. Career destinations for AVP graduates include broadcast and cable television and other entertainment industries; Web and multimedia development companies; and media production departments in commercial, corporate, and industrial settings.

A significant number of courses required for the degree are scheduled between 8 a.m. and 5 p.m., Monday through Friday. Some of the required courses also are offered in the evening or on weekends.

Graduates earn an Associate of Applied Science degree. Job titles for graduates include: video editor, sound designer, videographer, audio/video specialist, compositing artist, motion graphics designer, or production assistant.

## Graphic Design (GRD)

Students in the Graphic Design program begin their studies with emphasis on two-dimensional art and design, both traditional and computer-based, using industry-standard software products. After successful completion of a required portfolio review process, students focus on advanced skills such as brand design and implementation, and 3-D animation.

Currently many courses required for the degree are scheduled between 8 a.m. and 5 p.m., Monday through Friday. Some of the required courses also are offered in the evening or on weekends.

Graduates earn an Associate of Applied Science degree. Job titles for graduates include: graphic designer, 3-D artist, production artist, or web graphics/interface designer.

## Graphic Imaging Technology (GIT)

Students in Graphic Imaging Technology learn the process of creating art and publishing materials from idea generation to production. Students use Macintosh and PC hardware, software, and peripherals to produce art for the major printing processes, including offset lithography, packaging (flexography), screen printing and digital printing. Students gain hands-on experience producing printed materials using industry-standard equipment such as two-color offset presses; a four-color digital offset press (Heidelberg Quickmaster DI-Plus), four- and six-color screen printing presses, a four-color flexographic press, and various digital printers. In addition, students learn digital photography techniques using digital cameras and equipment and print workflow software. Business skill development includes managing, estimating, and marketing.

## Industrial Design Technology (IDT)

An industrial design technician deals with the form and function of manufactured goods. Graduates of the Industrial Design Technology program are involved in creating new product shapes and styles or re-designing existing products to increase their usefulness through applications of rapid visualization, ergonomics, computer-generated images, modeling, and prototyping. The IDT program combines the analytical and technical computer skills developed in a mechanical engineering technology program with the visual and artistic skills of computer graphics.

## Web and Multimedia Design (WEB)

The Web and Multimedia Design degree program prepares students to design and deliver interactive multimedia content for web, CD, DVD, and kiosk deployment. Students gain the knowledge and skills needed to create original digital art used to integrate text, images, animation, video, and other content into effective web and interactive multimedia products.

Currently a significant number of courses required for the degree are scheduled between 8 a.m. and 6 p.m., Monday through Friday. Some of the required courses also are offered in the evening or on weekends.

Graduates of the program earn an Associate of Applied Science degree. Job titles for graduates may include: Web designer, Web applications developer, multimedia designer/ animator, multimedia designer, multimedia developer, Web/multimedia projects manager, user interface designer, Web/multimedia graphics designer, eBusiness developer, or interactive multimedia designer.

## Audio/Video Production (AVP)

All degree-seeking students must complete a First Year Experience (FYE) course as part of the first 12 credit hours taken at Cincinnati State.

<b>Semester 1</b>		<b>Credits</b>
AVP 100	Introduction to Audio/ Video Production	4
ENG 101	English Composition	3
MID 110	Digital Media Concepts	3
MKT 115	Marketing Research for Multimedia Professionals	3
MID 115	Design Principles for Multimedia	3
<b>Semester 2</b>		
ENG 10X English Composition Elective		3
AVP 110	Videography: Single Camera Production & Lighting	3
GRD 110	Beginning 2D Graphics	3
COMM 110	Public Speaking	3
<b>Semester 3</b>		
AVP 120	Digital Video Editing	3
AVP 130	Audio: Editing & Mixing	3
MID 190	Career Preparation: Multimedia Information Design	2
GRD 210	Intermediate 2D Graphics: AVP	3
TC XXX Technical Communication Elective		3
<b>Semester 4</b>		
AVP 220	Video Editing and Compositing	3
AVP 230	Audio: Production/Sound Design	3
AVP XXX Co-op/ Internship Elective		1
<b>Semester 5</b>		
AVP 210	Videography- Multi Camera Production and Lighting	3
AVP 240	Motion Graphics/ Compositing: After- Effects	3
XXX XXX AVP Elective 1		2
XXX XXX Humanities Elective		3
XXX XXX AVP Elective 2		2
<b>Semester 6</b>		
AVP 290	Audio/Video Production Capstone	3

XXX XXX Social Sciences Elective	3
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Total Credits:	68
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## Electives

### English Composition Elective

ENG 102	Composition and Argument	3
ENG 103	Composition and Literature	3
ENG 104	Composition and Technical Communication	3
ENG 105	Composition and Business Communication	3

### Technical Communication Elective

TC 205	Scriptwriting: Short Forms	3
TC 210	Scriptwriting: Long	3

### AVP Electives

AVP 250	Alternate Editing Platforms-Video	2
AVP 255	Advanced Lighting Techniques	2
AVP 260	Color Grading, Correction and Continuity	2
AVP 265	Video Compression- DVD Authoring	2
AVP 270	Alternate Editing Platforms- Audio	2
AVP 275	Advanced Audio Mixing- 5.1 Surround	2
AVP 280	Multitrack Recording Techniques	2
AVP 285	AVP Independent Project	3
GRD 260	3D Visualization	5
WEB 111	Web Development 1	3
WEB 220	Multimedia Design: Adobe Flash	3
TC 205	Scriptwriting: Short Forms	3
TC 210	Scriptwriting: Long	3
AVP 192	Part-Time Cooperative Education 2: Audio/Video Production	1
AVP 292	Full-Time Cooperative Education 2: Audio/Video Production	2
AVP 295	Internship 2: Audio/Video Production	2

### Humanities Elective

Any ART, CULT, FRN, LIT, MUS, PHI, REL, SPN, THE

COMM 130	Introduction to Film Studies	3
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### Social Sciences Elective

Any CRJ, ECO, GEO, HST, LBR, POL, PSY, SOC

### Co-op/Internship Elective

AVP 191	Part-Time Cooperative Education 1: Audio/Video Production	1
AVP 291	Full-Time Cooperative Education 1: Audio/Video Production	2
AVP 294	Internship 1: Audio/Video Production	2

## Graphic Design (GRD)

All degree-seeking students must complete a First Year Experience (FYE) course as part of the first 12 credit hours taken at Cincinnati State.

Semester 1		Credits
ENG 101	English Composition	3
MID 110	Digital Media Concepts	3
MID 115	Design Principles for Multimedia	3
MKT 115	Marketing Research for Multimedia Professionals	3
MID 120	Drawing and Storyboarding Concepts	3
Semester 2		Credits
ENG 102	Composition and Argument	3
COMM 110	Public Speaking	3

GRD 110	Beginning 2D Graphics	3
WEB 111	Web Development 1	3
ART 120	Design History	3
<b>Semester 3</b>		
WEB 112	Web Development 2	3
GRD 150	Design Concepts: Typography	3
MID 190	Career Preparation: Multimedia Information Design	2
GRD 200	Graphic Design Portfolio Review	1
GRD 215	Applied 2D Graphics: GRD	3
<b>Semester 4</b>		
WEB 220	Multimedia Design: Adobe Flash	3
GRD 230	Brand Identity Development	3
GRD 260	3D Visualization	5
<b>Semester 5</b>		
AVP 240	Motion Graphics/ Compositing: After- Effects	3
GIT 255	Graphic Imaging Production Processes	3
GRD 294	Internship 1: Graphic Design	2
TC 2XX Technical Communication Elective		3
<b>Semester 6</b>		
GRD 240	Packaging Design	3
GRD 290	Graphic Design Capstone	3
XXX XXX Social Sciences Elective		3
Total Credits:		73

## Electives

### Technical Communication Elective

TC 205	Scriptwriting: Short Forms	3
TC 210	Scriptwriting: Long	3
TC 215	Copywriting	3
TC 230	Writing Online Content	3
TC 235	User Experience Design and Usability Assessment	3

### Social Sciences Elective

Any CRJ, ECO, GEO, HST, LBR, POL, PSY, SOC

## Graphic Imaging Technology (GIT)

All degree-seeking students must complete a First Year Experience (FYE) course as part of the first 12 credit hours taken at Cincinnati State.

<b>Semester 1</b>		<b>Credits</b>
GIT 100	Introduction to Graphic Imaging Technology	3
ENG 101	English Composition	3
MID 110	Digital Media Concepts	3
MID 115	Design Principles for Multimedia	3
MKT 115	Marketing Research for Multimedia Professionals	3
MID 190	Career Preparation: Multimedia Information Design	2
<b>Semester 2</b>		
ENG 102	Composition and Argument	3
GIT 105	Ink and Substrates	3
GRD 110	Beginning 2D Graphics	3
ART 120	Design History	3
GIT 120	Digital Photography and Imaging	3

**Semester 3**

COMM 110	Public Speaking	3
WEB 111	Web Development 1	3
GIT 115	Adobe InDesign	3
IM 120	Electronic Spreadsheets: Microsoft Excel	3
GIT 220	Screen Printing	3

**Semester 4**

GIT 200	Digital Imaging and Publishing	3
GIT 240	Flexographic Printing Methods	3
GIT 291	Full-Time Cooperative Education 1: Graphic Imaging Technology	2

**Semester 5**

MGT 101	Principles of Management	3
GIT 215	Color Management and Process Control	3
GIT 230	Print Media Workflow	3
GIT 250	Offset Printing Methods	3

**Semester 6**

GIT 290	Graphic Imaging Technology Capstone	1
GIT 292	Full-Time Cooperative Education 2: Graphic Imaging Technology	2
XXX XXX Social Sciences Elective		3

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Total Credits: 73

**Electives****Social Sciences Elective**

Any CRJ, SOC, PSY, ECO, HST, GEO, LBR, POL

**Industrial Design Technology (IDT)**

All degree-seeking students must complete a First Year Experience (FYE) course as part of the first 12 credit hours taken at Cincinnati State.

		<b>Credits</b>
<b>Semester 1</b>		
IDT 100	Introduction to Industrial Design	3
ENG 101	English Composition	3
IDT 105	Rapid Visualization Techniques	3
MID 110	Digital Media Concepts	3
MID 115	Design Principles for Multimedia	3
MAT 121	Technical Algebra and Geometry with Statistics	3
<b>Semester 2</b>		
GRD 110	Beginning 2D Graphics	3
IDT 120	Materials and Manufacturing Processes	3
IDT 125	Human Factors	3
MET 131	MET Computer Aided Drafting 1	3
IDT 150	Computer Modeling	3
<b>Semester 3</b>		
PHY 121	Technical Physics 1	3
IDT 291	Full-Time Cooperative Education 1: Industrial Design Technology	2
<b>Semester 4</b>		
ENG 102	Composition and Argument	3
ART 120	Design History	3
MET 132	MET Computer Aided Drafting 2	3
IDT 210	Model Making and Prototyping	3
IDT 220	IDT CNC & CAD-CAM	4
<b>Semester 5</b>		

COMM 105	Interpersonal Communication	3
IDT 292	Full-Time Cooperative Education 2: Industrial Design Technology	2
<b>Semester 6</b>		
MKT 101	Principles of Marketing	3
PSY 110	Introduction to Psychology	3
MET 140	Engineering Materials	3
IDT 290	Industrial Design Technology Capstone	3
Total Credits:		71

## Web and Multimedia Design (WEB)

All degree-seeking students must complete a First Year Experience (FYE) course as part of the first 12 credit hours taken at Cincinnati State.

		<b>Credits</b>
<b>Semester 1</b>		
ENG 101	English Composition	3
MID 110	Digital Media Concepts	3
MID 115	Design Principles for Multimedia	3
MKT 115	Marketing Research for Multimedia Professionals	3
MID 120	Drawing and Storyboarding Concepts	3
<b>Semester 2</b>		
ENG 102	Composition and Argument	3
COMM 110	Public Speaking	3
GRD 110	Beginning 2D Graphics	3
WEB 111	Web Development 1	3
ART 120	Design History	3
<b>Semester 3</b>		
WEB 112	Web Development 2	3
MID 190	Career Preparation: Multimedia Information Design	2
WEB 200	Web Design Portfolio Review	1
GRD 220	Applied 2D Graphics: WEB	3
TC 235	User Experience Design and Usability Assessment	3
<b>Semester 4</b>		
IT 111	Database Design and SQL 1	4
WEB 130	Web Programming: JavaScript	3
WEB 220	Multimedia Design: Adobe Flash	3
TC 230	Writing Online Content	3
<b>Semester 5</b>		
WEB 230	Web Programming: PHP	3
WEB 240	Web Development: Advanced Topics	3
WEB 291	Full-Time Cooperative Education 1: Web & Multimedia Design	2
<b>Semester 6</b>		
AVP 240	Motion Graphics/ Compositing: After- Effects	3
WEB 290	Web & Multimedia Design Capstone	3
XXX XXX Social Sciences Elective		3
Total Credits:		72

## Electives

### Social Sciences Elective

Any CRJ, ECO, GEO, HST, LBR, POL, PSY, SOC