

MEDIA 224 : Digital Storytelling

Credits 5

Quarter Offered Spring

Emerging technologies and new digital literacies require content creation that is retentive, absorbing, interactive, and social. Learn about media such as augmented reality that includes digital input overlapping the real-world environment, virtual worlds, and experiential projection spaces. Good computer file management skills recommended. This class may include students from multiple sections.

Course Outcomes

- Identify goals and objectives of immersive projects and devise strategy to satisfy the stakeholder and revise.

- Build wireframes, vision statements, and mockups for project through effective storytelling and transformative design.

- Create an immersive environment and interfaces that include functionality with specific esthetics that promote appreciation and education.

- Demonstrate project management and rapid prototyping to execute relevant and effective brand placement.