

Addendum to the General Catalog 69

Effective date February 1, 2006

School of Education

■ MASTER OF ARTS IN TEACHING Specialization in Educational Technology

(745)
(4 courses, 18 quarter units)

The Educational Technology Specialization is designed for students who want to specialize in the integration of technologies in the teaching and learning process. The program emphasizes the strategic use of technology to support the classroom instruction of K-12 students. Students develop expertise in all types of technologies, from Internet sites to software programs, to adaptive and hand-held devices, and become experts in selecting and using those technologies strategically with specific student populations in specific curriculum areas. Students are recommended to follow the sequence listed below:

EDT 605	Technology and Educational Theories and Practices
EDT 610	Teaching in the Online and Hybrid Environment
EDT 660	Multimedia and Interactive Technologies
EDT 671	Curriculum Design for Online Learning

School of Media and Communication

■ BACHELOR OF ARTS WITH A MAJOR IN MULTIMEDIA ARTS (Modification)

(610-115)
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Preparation for the Major
(8 courses, 36 quarter units)

Introductory Courses

COM 100	Introduction to Communications
OR	
COM 200	Effective Communication
COM 220	Media Literacy
MUL 200	Communication Tools
MUL 205	Principles of Graphic Design
MUL 245	Principles of Web Design
MUL 255	Web Presentation
MUL 265	Digital Audio and Video
MUL 275	3-D Modeling and Rendering

Requirements for the Major: General Core Courses
(11 courses, 49.5 quarter units)

MUL 300	Convergence Media (Prerequisites: MUL 200 level requirements or equivalents)
MUL 305	Applied Graphic Design (Prerequisites: MUL 200 level requirements or equivalents)
MUL 332	Electronic Design and Layout (Prerequisites: MUL 200 level requirements or equivalents)
MUL 335	Desktop Publishing (Prerequisites: MUL 200 level requirements or equivalents)
MUL 345	Applied Web Design (Prerequisites: MUL 200 level requirements or equivalents)
MUL 355	Applied Web Presentation (Prerequisites: MUL 200 level requirements or equivalents)
MUL 365	Applied Digital Audio and Video (Prerequisites: MUL 200 level requirements or equivalents)

MUL 370	Digital Interactivity (Prerequisites: MUL 200 level requirements or equivalents)
MUL 375	Applied 3-D Modeling and Rendering (Prerequisites: MUL 200 level requirements or equivalents)
MUL 445	Management of Web Projects (Prerequisites: MUL 200 level requirements or equivalents)

OR

MUL 495	Practicum in Multimedia Arts (Prerequisites: 9 upper-division quarter units in a media concentration or approval by intern coordinator and lead faculty)
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Capstone Core Course

MUL 420	Portfolio Project (Prerequisites: all general core courses)
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NOTE: this is a two-month long class occurring after concentration courses

See Catalog 69 for complete requirements and concentration information.

COURSE DESCRIPTIONS

COM – Communication

COM 220

Media Literacy

Media Literacy is the ability to access, analyze, evaluate and communicate information from a variety of media forms. In this course, students investigate message design strategies, the effects of media consumption and information fatigue on human behavior, and how bias and economic forces influence media presentations. Course topics include meaning construction and matching, information authentication, the effects of visual and rhetorical structures on interpretation and the effects of media convergence on message distribution and reception.

MUL – Multimedia

MUL 200

Communication Tools

(Prerequisites: ENG 100/101 and COM 100/COM 200)

An overview of digital communication tools and techniques used in today's workplace, as well as an introduction to message design and the social and ethical responsibilities within the digital communication field. Through intensive practice, students learn how to write for various business, education and entertainment purposes, such as analytical, descriptive, procedural, summative and technical. They learn foundations of web design, web animation, copy editing and formatting techniques in conjunction with traditional and online research skills. Software instruction includes Macromedia Studio MS Word, PowerPoint, Internet browsers, compression utilities, and FTP programs.

MUL 205

Principles of Graphic Design

(Prerequisites: ENG 100/101 and COM 100/COM 200)

A hands-on introduction to the principles and techniques of graphic design for print and digital media that covers print vs. digital production, resolution and size considerations, vector vs. raster formats, color theory and layout principles, typography, file formats, output, and management. Software instruction is in Adobe Photoshop.

MUL 245

Principles of Web Design

(Prerequisites: ENG 100/101 and COM 100/COM 200)

Introduces the terminology, history and evolution of web design and the use of hypertext. Provides an overview of effective web page design and efficient site architecture. Covers content development, navigation, and usability. Software instruction is in Dreamweaver.

MUL 255

Web Presentation

(Prerequisites: ENG 100/101 and COM 100/COM 200)

Provides a hands-on introduction to the basics of web presentation. Students apply aesthetic and usability criteria to produce web presentations, movies, and other animated components for placement into websites. Covers technological constraints of web presentation and animation, appropriate uses of motion in a web page, and digital asset management for optimal delivery of animated content. Software instruction is in Macromedia Flash.

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MUL 265

Digital Audio and Video

(Prerequisites: ENG 100/101 and COM 100/COM 200)

This course provides an introduction to the basic application skills and concepts of non-linear editing. Students learn the basic properties of audio, video and still assets, and practice importing, logging, and basic insert assembly editing. They also develop a sensitivity to the unique aesthetic and usability criteria of digital video in application environments. Software instruction is in Adobe Premiere, Sonic Foundry Sound Forge and Acid Pro.

MUL 275

3-D Modeling and Rendering

(Prerequisites: ENG 100/101 and COM 100/COM 200)

Provides a hands-on introduction to the basics of 3-D graphics in still and animated formats. Students produce basic 3D elements and apply aesthetic and usability criteria to their placement in digital and print media applications. Covers technological constraints of 3D applications; appropriate uses of still and motion 3D elements to enhance message delivery; and the management of digital assets for optimal delivery of media. Software instruction is in 3-D Studio Max

MUL 300

Convergence Media

(Prerequisites: MUL 200 level requirements or equivalents)

An integration of digital communication tools and techniques used in today's workplace. Through intensive project practice, students learn how to create multimedia products for various business, education, and entertainment purposes. Software instruction includes Macromedia and Adobe authoring tools, and creative applications.

MUL 305

Applied Graphic Design

(Prerequisites: MUL 200 level requirements or equivalent)

Hands-on application of principles and techniques of graphic design for print and digital media. Covers advanced concepts in digital production; resolution and size considerations; vector vs. raster formats; color theory and layout principles, typography, file formats, output, and management. Software instruction is in Adobe Photoshop.

MUL 345

Applied Web Design

(Prerequisites: MUL 200 level requirements or equivalents)

This course provides hands-on application of principles and techniques of web design for digital media. Provides an in-depth study of effective web page design and efficient site architecture. Covers projects in content development, navigation, and usability. Software instruction is in Dreamweaver.

MUL 355

Applied Web Presentation

(Prerequisites: MUL 200 level requirements or equivalents)

Provides hands-on in-depth application of web programming and web presentation. Students apply aesthetic and usability criteria to produce web presentations, "movies" and other animated components for placement into student projects. Covers applied technological constraints of web presentation and animation, appropriate uses of motion in a web page, and digital asset management for optimal delivery of animated content. Software instruction is in Macromedia Flash.

MUL 365

Applied Digital Audio and Video

(Prerequisites: MUL 200 level requirements or equivalents)

In this course, students develop hands-on experience in advanced nonlinear editing. Students assess the aesthetic impact of editing decisions and demonstrate proficiency with timing, continuity, music cuing, transitions, and the use of text elements. They also become familiar with the pivotal role of sound, including the art of layering sound, voice and music elements to foster a rich multimedia experience. Software instruction is in Adobe Premiere, Sonic Foundry Sound Forge and Acid Pro.

MUL 375

Applied 3-D Modeling and Rendering

(Prerequisites: MUL 200 level requirements or equivalents)

Provides a hands-on application of 3-D graphics in still and animated formats. Students produce basic 3D elements and apply aesthetic and usability criteria to their projects in digital, animated sequence, video, and print media applications. Students compare technological constraints of 3D applications, appropriate uses of still and motion 3D elements to enhance message delivery, and the management of digital assets for optimal delivery of media. Software instruction is in 3-D Studio Max.

National University Location Codes

SAN DIEGO COUNTY

VN National University System
Administrative
Headquarters
VH National University
Academic Headquarters
VT National University Library
at Spectrum Business Park
VP Spectrum Business Park
Academic Center
VJ South Bay Learning Center
VA Mission Valley 4121 Student
Service Center
VE Mission Valley 4141
Technology Center
VO La Mesa Learning Center
NB Carlsbad Learning Center
NR Rancho Bernardo Learning
Center

MILITARY LOCATIONS

V2 Marine Corps Air Station
Miramar Learning Center
V3 Naval Air Station North
Island Learning Center
V5 Naval Station 32nd Street
Learning Center
V6 Fleet AntiSubmarine
Warfare Training Center
Learning Center
VF Naval Amphibious Base
Coronado Learning Center
VM Marine Corps Recruit Depot
Learning Center
V8 Naval Submarine Base
Admissions Office
V4 Naval Hospital Admissions
Office
VV Marine Corps Base Camp
Pendleton Learning Center
PN Twentynine Palms Learning
Center

SAN BERNARDINO COUNTY

OS San Bernardino Academic
Center
OT Ontario Academic Center

LOS ANGELES COUNTY

LA Los Angeles Academic
Center
LS San Fernando Learning
Center

VENTURA COUNTY

CV Camarillo Academic Center

ORANGE COUNTY

OB Orange Learning Center
OP Costa Mesa Academic
Center

KERN COUNTY

FK Bakersfield Academic
Center

FRESNO COUNTY

FS Fresno Academic Center

SANTA CLARA COUNTY

JS San Jose Academic Center

SAN JOAQUIN COUNTY

SQ Stockton Academic Center

SACRAMENTO COUNTY

ST Sacramento Academic
Center

SHASTA COUNTY

SR Redding Academic Center

HAWAII

GH National University Hawaii

NEVADA

GN National University Nevada



NATIONAL UNIVERSITY

The University of Values

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