UM
The University of Mindanao

COLLEGE OF COMPUTING EDUCATION
BACHELOR OF MULTIMEDIA ARTS
COURSE OFFERINGS FOR SY 2022-2023

FIRST YEAR			
First Semester	**Subject Title**	**Unit**	**Course Description**
BMA 111	History of Graphic Design	3.0	This course deals with visually-oriented history of development of Graphic Design. The discussion of the past and present human experience and how graphic design reflects itself within the social context and concept of culture and political activity. The course will cover the origins of symbolic and pictographic communication, the contexts and technological advances in the development of typography, printing and illustration. Moreover, it discusses the key designers and design movements and their impact on contemporary image interpretation.
BMA112/L	Drawing 1	2.0	This course is one of the foundations in the effective rendition for the higher level of multimedia design and development. It introduces the steps and concepts essential to draw realistically as well as learning how to perceive an object to create an effect of volume and space. The topics to be discussed include the basic shapes, tone and value, texture, proportion, drapery material finishes, rendering techniques and perspective.
BMA113	Introduction to Multimedia Arts	3.0	This course deals with the overview of multimedia as a discipline, as a field of study, and as a profession. The course specifically discusses the origins of multimedia, the fundamental principles for creating multimedia projects, and practice creating multimedia applications, the issues, the cultural implications of multimedia, the local and international laws affecting multimedia practice such as the Intellectual Property Right Laws, Copyright Law, Entertainment Laws, Distribution Agreements, Insurance and Sources of Financing.

Second Semester	Subject Title	Unit	Course Description

BMA121/L	Drawing 2	2.0	This course is about drawing the human anatomy, fashion design and learning the different parts of a comic book. This focuses their abilities to draw on different perception and angles, as well as adding creating their own comic book. The skills that the students will gain from this course may be used in their other academic major subjects as well as their future careers. The course topics include the human anatomy, contour lines, value, gesture, proportion, figure-ground relationship, and composition.
BMA122/L	Elements and Principles of Design	3.0	This course aims to create different approaches to the elements and principles of design, in art, photography as well as video. Students can apply skills that they learn in this subject to other photography, art and video projects.
BMA12	Writing in New Media	3.0	This course equips the students with knowledge of the fundamentals of writing in different media genre and platforms, especially for new media like blogs, websites, social networking sites, audio, video and other media convergent forms. Current media will also be emphasized. Specifically, this course introduces the students to writing and its techniques for online audience; develop content suited for digital formats and environments, including: interactivity, hyperlinking, spatial orientation, and non-linear storytelling; and emphasizes digital storytelling, upholding the principles of online journalism.

SECOND YEAR			
First Semester	Subject Title	Unit	Course Description
BMA211/L	Color Theory	3.0	This course explores the basic elements and principles of color, introducing color design for a range of visual effects for multimedia projects. The course topics include the development of color perception, expression, and application in traditional and digital arts. Also, the course aims to differentiate on how the students combine the correct colors for personal, business and institutions use.
BMA212/L	Digital Photography	3.0	This is a course that focuses on theory, aesthetic principles, technical aspects and practice of digital photography incorporating the digital camera, photo editing, composition and lighting as a way of expressing and communicating ideas through photography as an art medium. It introduces students to creative and efficient uses of current tools and technologies such as digital darkroom computer programs to enhance images for various multimedia applications.

BMA213/L	Typography and Layout	3.0	An exploration of typographic structures, terminology and methods as a tool for visual problem solving. This course uses both computer and hands on methods to address the language of type and its effective use. By studying the language of type through its history, and application, students will gain strong working knowledge of this essential element to graphic design. In order to be a successful designer you must know and love letter forms, their technical aspects, their aesthetic aspects and how to use and combine them successfully. This course is the foundation for your ongoing and or future graphics courses and is the center point for a successful career in the graphic arts.
BMA214/L	Digital Arts and Illustration	3.0	This course let the students further extend their creative experience through the use of contemporary media. Students are exposed to visual communication such as art-making, art criticism, self-expression and aesthetics. This course will emphasize elements and principles of art in such a way the lets students engage in their output.

Second Semester	Subject Title	Unit	Course Description
BMA221/L	Principles of 2D Animation	3.0	This course provides students with an appreciation for the art of animation by surveying its history, types, production processes, and current industry trends. It aims to equip students with the skills of visual storytelling through the interpretation of narrative and movement via traditional and digital hand-drawn animation techniques.
BMA222/L	Fundamentals in Film and Video Production	3.0	This is a production course focusing on the aesthetic and communicative aspects of film and video production. Exposing students to a wide range of films. The course provides students with tools and skills relevant to the pre-production (i.e storyboard and shooting script), production (i.e. direction, cinematographic techniques) and post-production (i.e non-linear editing) phases in the creation of compelling video narratives.
BMA223/L	Branding Communication and Design	3.0	This course covers the role of advertising in a free market economy and commercial media system. It covers the theories on persuasion and advertising, the practical advertising principles and practices integrated in an advertising campaign plan. At the end of the term, students are expected to discuss the place of advertising, planning the advertising, media strategy and research in advertising, creating the copy, the total concept, using the various mass media in advertising, sales promotion, trademarks and packaging, the economic and social effects of advertising.

| BMA224/L | 3D Modelling | 3.0 | This course introduces the history of 3D and its concepts and techniques. It also teaches them to work within virtual 3-D space and build volumetric objects including: vertices, splines, polygons, primitive shapes and Sub Patch geometry. Students will use these tools to build complex objects then learn the basic 3-D rendering tools and techniques including: surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including ray-tracing. Students will also learn the importance of file backup and management. |

THIRD YEAR			
First Semester	**Subject Title**	**Unit**	**Course Description**
BMA322/L	Post-Production Techniques (2nd T)	3.0	This course introduces students to the origins of symbolic and pictographic communication, and the contexts and technological advances in the development of typography, printing, and illustration. It also discusses key designers and design movements and their impact on contemporary image interpretation. Topics of this course include the concepts invisible rhythms, screen direction, cutting-to-continuity, thematic montage, and the elements of style.
BMA311/L	Multimedia Publishing (1st T)	3.0	This course will allow students to develop a thorough knowledge and understanding of the process of planning, drafting, developing and creating a DTP document to meet the needs of a target audience. Candidates will develop their graphics manipulation skills to edit and develop a series of images for inclusion in their DTP document, as well as create a simple graphic using the graphic tools available in DTP packages.
BMA312	Advertising Principles and Practices	3.0	This course will allow students to develop a comprehensive topics on advertising, promotion and best practices from an integrated marketing point of view. This course allows the students to compare and contrast the traditional and digital advertising and promotional tools and practices. The course also provides students the key elements of emerging the marketing communications.
BMA313/L	3D Animation	3.0	In this course, students learn how to become proficient 3D model builders, and animators using current industry software. Students will be introduced to several other aspects of the software's capabilities as it relates to the motion picture field, commercials, broadcast titling, special effects, multimedia, and webpage content.

BMA314/L	Digital Sound Production	3.0	This course deals with hands-on training in the various creative and technical principles of producing different programs for digital sound production. Specifically, it emphasizes the importance of recording the sound properly on the set and also explains the post –production audio process as a creative collaboration that enhances the story; systemic approach from simple recording through sound editing and mixing gives aspiring sound technicians valuable hands-on experience.
BMA324/L	Interactive Media Design	3.0	This course aims to provide students with a deeper understanding that huma-computer interaction is a discipline concerned with the design, evaluation and implementation of interactive computer systems for human use, and with the study of major phenomena surrounding them. It targets to promote awareness in computer technology, and how usability plays a major part in achieving the effective implementation of designs and interactivity for multimedia production
BMA315	Research Methods	3.0	This course introduces students to research processes and methods (e.g qualitative, quantitative, review of literature) that may be applied to the study and practice of multimedia arts. Research-based technical writing is also emphasized in the preparation of reports, research papers and project proposals.

Second Semester	Subject Title	Unit	Course Description
BMA316	Multimedia Seminar	3.0	The course focuses on practical application of knowledge that students gain during studies of multimedia, communication and production requirements. Students choose their own form that they prefer and create real project that bear the risks and requirements associated with practice. The recommended focus of the projects are: complete visual style processing, making of marketing or communications campaigns, production of commercial, short film production, realization of the exhibition, making of a documentary publications.
BMA413	Digital Game Design	3.0	This course provides students with a theoretical and conceptual understanding of the field of game design, along with practical exposure to the process of creating a game. Topics covered include iteration, rapid prototyping, mechanics, dynamics, flow theory, the nature of fun, game balance, and user interface design.

BMA321/L	Visual Effects and Motion Graphics	3.0	This advanced course will teach students in the basics of motion graphics, compositing and digital video effects. The course will make use of Adobe After Effects to give students a foundation in the tools of professional motion graphics. The course will also touch on design principles. Integration of computer-generated imagery and digital effects technique for video production. Students learn techniques for creating digital effects, shooting video for effects, and the use of effects to aid in storytelling. Other topics covered include programming/scripting, shooting raw footage, effects, and media integration.
BMA323	Thesis/Capstone Project 1	3.0	The course focuses on the proposal stage. The students are expected to write papers from Introduction to the Design component of the Methodology. The Introduction section is composed of the project context, purpose and description, objectives, scope and limitations of the proposed study. The Methodology section is composed of the data gathering, analysis and design. The paper will then be presented during the outline defense.
BMA325/L	Business Venture in Multimedia	3.0	This course covers the principles and theories of Technopreneurship. This course prepares the students to be budding technopreneurs through a journey of gradual process of self-mastery, environment mastery, enterprise mastery and the development of business plan (SEED course model). At the end of the course, the students are expected to develop a feasible IT business plan using lean startup model and present it. Furthermore, it is hoped that they pursue their business plans as start-ups and eventually transform them into stable Multimedia enterprises.

FOURTH YEAR			
First Semester	Subject Title	Unit	Course Description
BMA412/L	Portfolio Preparation and Exhibition Design	3.0	This course assists students in the production of a professional portfolio and a public exhibition or showcase of select core projects. Developing curational skills for assessing the strength and weaknesses of a portfolio and exhibit, students are guided in portfolio preparation, strategies for effective professional communication and the production process involved mounting a compelling public exhibit.

BMA411/L	Thesis / Capstone Project 2	6.0	This subject is a continuation of Thesis/Capstone Project 1 and focuses on the Development phase to its Deployment. Based on the Instrument constructed in the pre-requisite course, the project will be validated by experts in the field and the research coordinator of the college. The project will also be validated by different viewers. The findings, conclusions, and recommendations after a series of evaluation wil be presented in the final defense.

Second Semester	Subject Title	Unit	Course Description
BMA 414	On-the-Job Training	6.0	The phenomena of perception and the concept of form in the Multimedia Arts and covers 250 hours (minimum) of on the job training in one or two creative industry such as Film, Graphics, Photography, and any related artistic organization.