



# Multimedia Competencies

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## Multimedia Core Values

<p><b>Critical Thinking About Multimedia</b></p> <p>Thinking critically about the creation, production, and use of multimedia. Adapting messages to various audiences using appropriate media, conventions, and styles.</p>	<p><b>Continuous Learning</b></p> <p>Focusing on process, not on tool. Using basic multimedia competencies to foster continuous learning of new technology.</p>	<p><b>Content Protection and Portability</b></p> <p>Adhering to accepted multimedia format, data, and equipment standards to protect investments and insure portability.</p>	<p><b>Respect for Intellectual Property</b></p> <p>Understanding and respecting fair use guidelines, release waivers, and copyright laws.</p>
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## Multimedia Competencies

<p><b>Multimedia Planning and Managing</b></p> <p>Articulating goals and planning a process and timeline to complete a product.</p>	<p><b>Identifying, Evaluating, and Selecting</b></p> <p>Finding, critically evaluating and selecting multimedia content to meet goals.</p>	<p><b>Capturing, Storing, Organizing</b></p> <p>Capturing content to digital forms and creating organizational schemes for navigation and storage.</p>	<p><b>Processing and Producing</b></p> <p>Designing, creating, adjusting, recombining, and producing multimedia products.</p>	<p><b>Presenting and Publishing</b></p> <p>Effectively using appropriate technology for presenting or publishing.</p>
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## Multimedia Attributes

Identifying audience and venue	Searching and finding multimedia content	Scanning/capturing still images	Adjusting media: enhancing, resizing, editing, cropping, etc.	Publishing web pages
Setting communication goals	Accessing content in various media formats	Video/audio capture	Designing and recombining elements	Publishing and packaging CD-ROMs
Organizing process	Evaluating multimedia content	Saving from various media formats	Adding animations and transitions	Testing, rehearsing presentations
Developing and managing timeline	Selecting appropriate content to meet goals	Storing and archiving source and processed files	Compressing and optimizing	Presenting products
Scripting and storyboarding	Adapting messages to various audiences using appropriate media, conventions, and styles.	Navigating, indexing, and finding files	File conversion, .pdf creation	Accessing products online
Assessing ownership and release issues		Creating information design	Web page creation	Creating posters
Protecting content and portability			Prototyping products	Evaluating results

## Multimedia Outcomes

<p><b>Technology and Process Mastery</b></p> <p>Able to plan projects and use technology and manage process to create products in a timely manner.</p>	<p><b>High Quality Multimedia Products</b></p> <p>Able to balance creative, quality/cost, and technical issues to design and create viable multimedia products.</p>	<p><b>Successful Presentation or Publication</b></p> <p>Able to configure and use technology to successfully present or publish multimedia content.</p>
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