

OLYMPIC COLLEGE

INTRO TO MULTIMEDIA SYLLABUS

Course Title: Intro to Multimedia Semester: Spring 2012
Course Number: DMM101 Credit Hrs.: 5
Instructor: Anne Wallace
Phone: 360.471.7977 awschiller@gmail.com

Online chat/phone meetings by appointment

CLASS SITE ON OC ANGEL

AND

Website: <http://mediamulti.weebly.com>

COURSE DESCRIPTION

This is an internet-supported course designed to introduce and practice the fundamentals of multimedia development and delivery. This is a hands-on, collaborative, and highly participatory course requiring students to dialogue, reflect, write, and complete projects and assignments to be shared with the class.

Students will study and apply all aspects of multimedia production including planning, scripting, and storyboarding to generate projects including elements of text, audio, video, animation, photographs, and graphic images. The emphasis in this course is on doing; successful students will leave the course with the knowledge and experience to apply multimedia theory, as well as tools and techniques of multimedia production.

PREREQUISITES

Proficient knowledge of, and experience with, basic computer operations and operating systems.

Successful participation in this course assumes that the student arrives with a

basic set of computer-related technical skills, including but not limited to the following:

- Keyboarding and mousing
- Connecting to the World Wide Web (WWW)
- File management (opening, saving, sharing files such as word processing files and PDF files)
- Email application (receiving, reading, printing, composing, sending, managing email messages and attachments)
- Working familiarity with the WWW and an Internet browser (such as Firefox and Microsoft Internet Explorer), including navigating, searching, bookmarking, downloading files, and uploading files.

These skills will not be addressed in this course, except incidentally, and the student must assume responsibility for mastering them. Various tutorials and technical resources on the WWW, and major bookstores are suggested as resources for self-directed learning. Fellow students are often an excellent resource for help with technical matters.

TECHNICAL REQUIREMENTS

This is an Internet-supported course. At a minimum, the student must have:

- Regular access to the World Wide Web, via either home computer connection or institutional equipment.
- Email account
- Regular access to a computer with processing speed, local storage, graphics capability, word processing software, and other hardware, software, and performance elements appropriate for graduate students using current Internet browsers.
- Microsoft Office (Windows or Macintosh) or Google Docs

Note: It is wise to keep a copy of your files on your USB jump drive or CD-R disk in case you have a personal computer meltdown!

ADOBE ACROBAT READER

Some course elements are provided in Adobe PDF (Portable Document Format) files, which require Adobe Acrobat Reader. This is a FREE plug-in available for download on the Internet. It allows you to open, read, search, and print documents saved in this file format. PDF is a file type that allows information to be presented over the web while maintaining its exact look and feel, regardless of the fonts the user has installed on his/her local PC. PDF files can be viewed on any computer that has the Adobe Acrobat Reader software.

To download the Adobe Acrobat Reader, visit:

HYPERLINK "http://www.adobe.com/products/acrobat/readstep.html"
<http://www.adobe.com/products/acrobat/readstep.html>

TEXTBOOK/MATERIALS

An Introduction to Multimedia — Solomon (Required)

Headphones (optional but nice when recording audio)

Access to a digital camera or video camcorder (can be digital camera w/video)

IMPORTANT POLICIES

Simply put, attendance is required, participation is expected and deadlines are ABSOLUTE. All assignments are due at the beginning of class on the specified dates. NO LATE ASSIGNMENTS WILL BE ACCEPTED.

It is expected that each student will conduct himself or herself within the guidelines of the Olympic College honor code. All academic work should be done with the high level of honesty and integrity this college demands.

LEARNING OUTCOMES

This course provides an introduction and application of the fundamentals of multimedia development. There is latitude for the student to approach the course in a way that best suits his/her background and interests.

Overall, learning goals are:

Compare, analyze, and combine various multimedia software to determine relationships.

Examine and categorize the various types of equipment in multimedia.

Demonstrate a basic knowledge of basic multimedia vocabulary skills.

Identify, describe, and apply the major skills and tools involved in the typical multimedia development process, including planning, scripting, storyboarding, production, and evaluation.

Create computer-generated art that demonstrates a basic knowledge of

computer design principles and processes for multimedia output.
Identify and apply visual elements in multimedia production and design.
Assemble a collaborative-based learning exercise(s) for discussion and presentation that demonstrate principles of multimedia technology design.

CRITICAL SKILLS

This course integrates the critical skills of reading, writing, computing, technology, critical thinking, speaking/listening, and diversity.

PARTIAL TOPICAL OUTLINE

- I. Tools
 - A. hardware
 - B. software
 - C. storyboarding/storytelling
 - D. team approach to multimedia and design
- II. Equipment
 - A. scanner
 - B. digital cameras
 - C. printer
 - D. server
 - E. mixer
- III. The “multi” of media
 - A. print
 - B. 2D animation
 - C. web
 - D. sound
 - E. 3D animation
 - F. video
 - G. interactive
 - H. authoring
- IV. Color
 - A. RGB
 - B. CMYK
 - C. Websafe colors
- V. Text and Type Effects

- A. serif
- B. san-serif
- VI File Formats
 - A. .jpg
 - B. .tiff
 - C. .ai
 - D. .swf
 - E. .psd
 - F. .qxd
 - G. .pic
 - H. .bmp
 - I. other applicable formats
- VII. Visual Elements
 - A. Line
 - B. Shape
 - C. Value
 - D. Texture
 - E. Color
 - F. Space
- VIII. Principles of Design
 - A. Balance
 - B. Scale
 - C. Proportion
 - D. Movement
 - E. Dominance
 - F. Harmony-Rhythm and Repetition
 - G. Unity and Variety

Note: Reading assignments must be completed before the class sessions begin. If it becomes evident that this is not the case, a final exam will be provided.

COURSE DELIVERABLES

Multimedia Presentations

Each student will prepare and present an instructional section of course content.

Topics are devised by the instructor and assigned on a first-come-first-served, student choice basis. Much of the course content is identified and delivered in this way and students are urged to approach this assignment with care. Presentations are intended to overview and supplement reading assignments, and to provide demonstrations and opportunities for questions.

Projects

Multimedia projects include the following items:

- Front-end analysis (introduction and overview, project goal statement, audience analysis, and timeline).
- Storyboard addressing and ordering the elements of the multimedia presentation slide-by-side or scene-by-scene, including colors, typefaces and sizes, formatting, notation of content, use of animation, sound, video, and graphics.
- Memorandum report evaluating project design decisions and production outcomes. For group projects, each member also submits an evaluation of the work of each team member, including the evaluation author.
- Presentation with written or audio/video summation, addressing problems and solutions, and lessons learned.

DIGITAL STORY INDIVIDUAL PROJECTS: Audio & Photo

Individual students will plan, design, produce, and present a multimedia presentation. Topics are student selected. Presentations are strictly limited with time requirements given by the instructor.

Digital stories include the following items:

- Storyboard (3 X 5 cards) addressing and ordering the elements of the multimedia presentation slide-by-side or scene-by-scene, including colors, typefaces and sizes, formatting, notation of content, use of animation, sound, video, and graphics.
- Online presentation with written or audio/video summation, addressing problems and solutions, and lessons learned.

Group multimedia project

The intent is that all students will have an opportunity to participate in a team project, learning aspects of team dynamics as well as multimedia development. Teams will assign roles and responsibilities, devise a schedule, and plan its

work; however, each team member is expected to participate in some capacity in each project activity. All team members receive the same partial score (assigned by the instructor) plus a partial score assigned by team consensus. Each team member is required to send the instructor a brief email memo (due Sunday MIDNIGHT) on team progress and status, and communicating any issues requiring instructor awareness or action.

Each student will join a group tasked with collaboratively planning, designing, producing, and presenting a multimedia presentation. Presentations are strictly limited to ten minutes.

Quizzes

You will be able to use your notes and textbook to complete the exercises, so buying the text is KEY TO SUCCESS. These will be timed quizzes.

You may also will have unannounced quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

Participation & Contributions to Classroom/Online Forum Discussions

This is an important element in the conduct of the course, and will be graded subjectively by instructor impression of overall student performance in this area. Both extent and quality of participation in class dialogue will determine the score, to be awarded at midterm and at the end of the course. It is not possible to participate in a class you do not attend, and attendance affects participation score.

Caution: Score in this area is primarily determined by the quality of contributions. The best advice is that no student should either dominate or abstain. It is expected that keeping abreast of reading assignments will be evident in participation of online and classroom discussion.

Website

Each student will plan, develop, and deploy a simple website, customizing the banner and CSS code for fonts & colors; published on WEEBLY server space. Assignments will be posted to your site. You will be expected to create a weekly blog post. Your overall design of your site, spelling, individual page

banners, organization, photos, polls, and add on accessories will be graded.

Final Exam Instructor discretion

To avoid this unsavory outcome, class must convince instructor that reading has been faithfully completed. (points to be determined)

ASSESSMENT AND GRADING SCALE

The final grade for this course will be based on total points earned through class activities, participation, projects, and tests.

Component	Point value
Website	100
Assignments	500
Quizzes	200
Forum Participation	100
Group project	100
TOTAL	1000

Grading Scale adheres to Olympic College policy

GRADING SCALE

(95-100 %) 3.9-4.0 — A (85-86 %) 3.1-2.9 — B (74-76 %) 2.1-1.9 — C (65-68 %) 1.1-0.9 — D
(90-94 %) 3.5-3.8 — A- (80-84 %) 2.8-2.5 — B- (70- 73 %) 1.5-1.8 — C- (60-64 %) 0.8-0.7 — D-
(87-89 %) 3.4-3.2 — B+ (77- 79 %) 2.4-2.2 — C+ (67-69 %) 1.2-1.4 — D+ Below 60 % 0.0 — F

ADA POLICY

Accommodations for a documented disability must be arranged through the ADA coordinator. Students with Disabilities who believe that they may need accommodations in this class should contact the Access Services Office, Humanities & Student Services Building, Room 204.

Phone: 360-475-7540 or 1-800-259-6718 ext. 7540

E-mail: AccessServices@olympic.edu

Please contact them right away to better ensure that you get the help you need quickly.

ADDITIONAL CLASSROOM & CAMPUS RESOURCES

ENG-111 Computer lab with Microsoft Office (including PowerPoint), and some multimedia software.

ENG-113 This classroom has software comparable to ENG-111 including scanning and printing facilities. Check hours of availability and policy for access and use.

Haselwood Library has computers with a variety of Adobe and Macromedia software applications, in addition to standard office applications. Digital Video (hard drive/mpeg-2) and digital still picture cameras are available for checkout, along with tripods.

◆ Note: You must receive check out card from instructor. Contact me if you need a card via email at least 2 days prior to check out to arrange pick up.

COURSE POLICIES

OC Code of Conduct in the Student Handbook will be followed.
Syllabus is always subject to changes and revisions

I will contact you frequently by email. It is your responsibility to make sure your email is functioning and that you check it regularly.

Plagiarism is the act of representing someone else's work as your own, either intentionally or unintentionally. In this course, plagiarism will result in a zero for the assignment and possibly, a failing grade in the course. Be aware that current Internet search engines can quickly identify almost any previously published document or image.

This is intended to be a highly interactive course that depends upon your active participation in our forums. This is also a course that is structured to maximize learning from your peers as well as from your instructor. If you do not keep up with your online postings according to the deadlines,

do not go online 3 times weekly, you are not available to learn from nor contribute to others in this class. As a result, much of what is missed cannot be "made up". Latenesses and absences are subject to a reduction in the participation score.

If you do find it necessary to be absent or late to class, please inform me, via telephone or e-mail, (as soon as possible but not later than the following day) the reason for your absence or lateness.

You have an equal amount of time that you are absent to make up the work missed. It is your responsibility to find out what you missed and catch up. If you miss participation or teamwork activities, you cannot make the work up.

Late work will not be accepted. However, work that has already been turned in, and has received a poor grade (C or lower) can be redone and resubmitted for a better grade.

We will follow general classroom ground rules such as respecting other people and their opinions, staying focused and on task, no online activity that does not have to do with classwork, staying off the computer when you are expected to be listening or participating in a discussion, etc. Students who are not being productive or who are engaging in disruptive behavior will be asked to leave the online class.

Controversial issues may be addressed and students should allow the discussion even if they don't agree with it. Students must be respectful to instructor and other students at all times.

It is your responsibility to arrange to talk with me either in person or chat, or phone about any issues concerning class and/or your grades. It is your responsibility to monitor your progress in class and decide whether or not you want to drop/withdraw.

