

RTVC 157

HONORS MULTIMEDIA PRODUCTION

COURSE DESCRIPTION

This course is an in-depth exploration of the design and production of new media technology. Students analyze the conceptual and technical elements involved in the production of a multimedia project. Students design, write, assemble, and produce multimedia projects for interactive audiences. Students develop the audio, video, computer graphics, animation, and text necessary for the creation of multimedia products. Students will utilize hardware, software, computers, cameras, and other necessary equipment.

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San Diego City College

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STUDENT LEARNING OUTCOMES

Students will learn to examine, analyze, and critique multimedia products, processes and theories, and develop and apply concepts for new media. The course will provide "hands on" experience with the tools and techniques used by designers and artists to create effective interfaces and engaging, sophisticated multimedia products and experiences. Topics include graphical user interface design, creating and optimizing graphics, audio, and video for multimedia applications and the web, designing for interactivity, and creating motion graphics and animation. Design skills, design process, personal expression, content development, and trends in visual communication as they relate to interactive media will be emphasized along with the learning of tools and techniques.

CLASS MATERIALS

- 100MB PC Zip Disk or USB Flash Storage Drive (128 MB +)
- Two (2) blank CDRs (at minimum)
- E-mail account
- A sketchbook or note book
- One (1) 16 x 20 black illustration board

Required Reading

- *Flash MX MX 2004: H.O.T.* by Rosanna Yeung (Peachpit Press)
- *Director MX 2004 for Windows and Mac: Visual Quickstart Guide* by Schaeffer, Persidsky (PeachPit Press)
- Assigned Web Sites and Class Handouts

Recommended Reading

- *Using Macromedia Director MX* by Gary Rozenweig (QUE)
- *Director MX Demystified* by Roberts and Gross (Macromedia Press)
- *Flash MX 2004 Advanced for Windows and Mac: Visual Quickstart Guide* by Russell Chun (PeachPit Press)

Optional Reading

- *MTV: Process, Inspiration and Practice for the New Media Designer* by Hillman Curtis
- *Interface by Design* by Kristof and Satran
- *Experience Design* by Nathan Shedroff
- *Understanding Comics: The Invisible Art* by Scott McCloud
- *Cyber_Reader: Critical writings for the digital era* by Neil Spiller
- *Information Arts* by Steven Wilson
- *Multimedia: From Wagner to Virtual Reality* by Packer, Jordan, and
- *Actionscript: The Definitive Guide* by Colin Moock
- *Acitionsript 2.0 Dictionary*
- *Internet Art* by Rachel Greene
- *Photoshop for Windows and Macintosh: Visual Quickstart Guide*
- *Dreamweaver MX 2004: Hands-On-Training* by Garo Green

<http://karlcleveland.com/157>

GRADING AND EVALUATION

Class Participation + Asset Development (50 points)

Attendance and class participation is essential to your success in this class. During the semester, you will be required to collect "assets" (such as images, texts, videos, audio clips, etc.) that will serve as the raw materials for your multimedia projects. A minimum of 5 such assets are due every two weeks beginning in Week 4.

Blog Participation (100 points)

A collaborative class blog will provide an ongoing opportunity to find, share, and discuss compelling and cutting-edge examples of interactive media art and design. You will further use the blog to investigate and discuss issues and practices related to interactive media arts as well as share useful sites and resources. Students will have the opportunity to respond to blog tasks or topics, posted on the class website. It is expected that during the semester, students make at least 10 posts to the class blog in response to these topics. In addition, students should read and comment on the blog posts of their classmates.

Class Exercises (25 points each)

In-class exercises will be assigned to support course lectures and demonstrations. You should be able to complete these exercises during in-class lab time or by following along with the demonstration.

Explorations (150 points)

In this class you will survey, research, and explore issues related to the design of interactive multimedia products/experiences and processes culminating in papers and/or oral presentations or demonstrations of your findings to the class.

- 1) *Studio/Artist Exploration (50 points):* An in-depth look into a design studio (or individual multimedia artist) and their work. (1 page paper and presentation to class)
- 2) *Design Exploration (50 points):* An in-depth exploration of design, reviewing design principles/techniques and how they operate and/or are put into action to create effective interactive multimedia products or experiences. (1 page paper and presentation to class)
- 3) *New Media Exploration (50 points):* You will research and explore issues related to interactive media arts and theory and present your findings in a 3-page paper and presentation to the class.

Midterm Project (250 points)

You will conceive, design, and produce (using Flash) an interactive multimedia project around a theme/idea of your choice. A list of possible projects and specific project requirements will be presented. The midterm project must be created in Flash and include imagery, animation, sound, and interactivity; you are encouraged to use text, video, and/or other media elements as appropriate to your concept. The project will be delivered on an executable (stand-alone) CD-ROM or DVD-ROM. The CD-ROM must include an interface with the project's title and links/buttons to your artists' statement or statement of purpose, to appropriate credits/acknowledgements (if applicable), and a button to begin or launch the project itself. You will be required to turn in a proposal and present a flow-chart or storyboard that details your midterm project and will serve as your design plan.

Final Project (250 points)

You will conceive, design, and produce (using Director) an interactive multimedia collage project around a theme to be decided by the class. The final project is collaborative; each student will create an individual component of the project that will integrate into a larger whole. The project must be created in Director and include imagery, animation, sound, and interactivity; you are also encouraged to use text, video, and/or other media elements as appropriate to your concept. Specific project requirements will be presented. You will be required to turn in a proposal and present a flow-chart or storyboard that details your final project and will serve as your design plan.

Total Possible Points = 1,000

Class Participation + Assets: 50 points (5%)

Blog Participation: 100 points (10%)

Explorations (3): 50 points each (15%)

Class Exercises (8): 25 points each (20%)

Midterm Project: 250 points (25%)

Final Project: 250 points (25%)

Percentage	Points	Grade
90 – 100 %	900 – 1,000	A
80 – 89 %	800 – 899	B
70 – 79%	700 – 799	C
60 – 69%	600 – 699	D
0 – 59%	0 – 599	F

Conduct

All students are expected to follow the administrative rules and standards of conduct detailed in the San Diego City College catalog. Notably, attendance will be taken at each class session and the instructor may administratively drop students accumulating unexcused absences that exceed 6% of the total semester hours. This means that if you miss two class sessions, you may be dropped from the class. If you miss three class sessions (or over 12% of class time), you will be dropped. If for some reason you decide to drop this class, please inform me of your intent to drop and then officially withdraw.

Important Dates

February 17th is the last day to add the class or to drop the class without a "W" recorded. February 20th is the last day to drop and be eligible for a refund. April 21st is the withdrawal deadline, and a "W" cannot be recorded after this date.

Lab Hours

Open lab hours are available to enrolled RTVC students in the C128 computer lab. Refer to the lab schedule.

Attendance and Participation

Participation in class and online in your blog will be considered as part of your course grade. Attendance is directly related to class participation. Students are expected to attend and be on time to every class.

Due Dates

All work is expected to be completed by the due dates. Unless otherwise specified, work is due at the beginning of the class period. Late work may be lowered by one letter grade for each class meeting that it is late.

Classroom Rules

All students are expected to follow the rules of the computer lab. No food or drinks are allowed in the classroom. Cell phones should be turned off while in the classroom. No browsing the Internet during active classroom discussions or presentations.

CLASS SCHEDULE

WEEK	DATE	SOFTWARE	TOPIC(S)	PROJECTS/ASSIGNMENTS
1	02/09/06	Photoshop	<ul style="list-style-type: none"> Introduction to the Course Review of Photoshop Layer-Based Animation in Photoshop 	Exercise #1
2	02/16/06	Flash	<ul style="list-style-type: none"> The Flash Interface, Tools, and Panels Flash Drawing Tools Using Color Frames and Keyframes Animation Basics 	Exercise #2 <i>Explorations (ongoing weekly presentations)</i>
3	02/23/06	Flash	<ul style="list-style-type: none"> Motion Tweening Shape Tweening Working with Text Symbols and Instances 	Exercise #3
4	03/02/06	Flash	<ul style="list-style-type: none"> Buttons Movieclips Rotoscoping Actions and Interactivity 	Exercise #4 Assets Due
5	03/09/06	Flash	<ul style="list-style-type: none"> Mask Effects Complex Buttons and Movie Clips Actions and Interactivity Publishing 	Exercise #5 Midterm Project Midterm Preproposal Due
6	03/16/06	SoundForge Flash	<ul style="list-style-type: none"> Audio Recording/Capturing, Editing, Encoding Sound in Flash 	Midterm Project Assets Due
7	03/23/06	Flash / Video Software	<ul style="list-style-type: none"> Video in Flash Actionscripting and Interactivity 	Midterm Project Midterm Project Proposal and Flow-Chart/Storyboard Due
8	03/30/06	Flash	<ul style="list-style-type: none"> Advanced Actionscripting and Interactivity 	Midterm Project Assets Due
9	04/06/06	Flash	<ul style="list-style-type: none"> Creating Executable CD-ROMs ICO files Midterm Project/Open Lab 	Midterm Project
SPRING BREAK!				
10	04/20/06	Director	<ul style="list-style-type: none"> Introduction to Director The Director Environment Assembling Casts The Paint and Vector Tools Working with the Stage and Score Animating Sprites/Animation Basics in Director Introduction to Interactivity with Lingo 	Midterm Project Due Exercise #6 Assets Due
11	04/27/06	Director	<ul style="list-style-type: none"> Interactivity with Lingo Lingo and Navigation Film Loops Properties of Sprites and Frames Controlling Sprite and Member Properties with Lingo 	Exercise #7 Final Project Final Project Preproposal Due
12	05/04/06	Director/ Audio Software	<ul style="list-style-type: none"> Text/Field Members Essential Lingo Programming Skills: Conditionals, Variables Adding Sound/Sound In Director 	Exercise #8 Final Project Assets Due
13	05/11/06	Director/ Video Software	<ul style="list-style-type: none"> Video in Director Lingo for Interactive Video Using Behaviors Transitions 	Final Project Final Project Proposal and Flow-Chart/Storyboard Due
14	05/18/06	Director	<ul style="list-style-type: none"> Deeper into Lingo: Repeat Loops, Timers, Custom Cursors and more Creating Projectors, Shockwave 	Final Project Assets Due
15	05/25/06	Director	<ul style="list-style-type: none"> Final Project/Open Lab 	Final Project
16	06/01/06		<ul style="list-style-type: none"> Final Project Presentation 	Final Project Due