

RTVC 151

INTRODUCTION TO MULTIMEDIA

COURSE DESCRIPTION

This course introduces students to a conceptual foundation in new media technology. Students learn fundamental concepts including production, distribution, access and storage as well as the impact of technology on communication. Students examine, analyze, and critique multimedia products and develop concepts for new media.

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San Diego City College

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STUDENT LEARNING OUTCOMES

Students will learn to identify practices of information design and delivery for creating effective programs for the World Wide Web and multimedia. The design process will be explored, including trends in visual communication as they relate to content development and design. The course will provide "hands on" experience with the tools and techniques used by designers to create effective interfaces and sophisticated Web and multimedia products.

CLASS MATERIALS

- 100MB PC Zip Disk or USB Flash Storage Drive (128 MB +)
- E-mail account (recommended)
- Web hosting and/or Internet Service Provider (ISP) account with at least 2MB of available Web space

Required Reading

- *MTIV: Process, Inspiration and Practice for the New Media Designer* by Hillman Curtis (New Riders)
- Assigned Web Sites
- Class Handouts

Recommended Reading

- *Dreamweaver: Hands-On-Training* by Garo Green (Peachpit Press) or *Dreamweaver for Windows and Macintosh: Visual Quickstart Guide* by J. Tarin Towers (Peachpit Press)

Optional Reading

- *Photoshop for Windows and Macintosh: Visual Quickstart Guide* by Weinmann and Lourekas
- *The Non-Designer's Web Book* by Williams and Tollet
- *The Non-Designer's Design Book* by Robin Williams
- *Flash MX MX 2004: H.O.T.* by Rosanna Yeung
- *Flash MX 2004 Advanced for Windows and Mac: Visual Quickstart Guide* by Russell Chun
- *Actionscript: The Definitive Guide* by Colin Mook
- *Actionscript 2.0 Dictionary*
- *Using Macromedia Director* by Gary Rozenweig
- *Director Demystified* by Roberts and Gross
- *Teach Yourself HTML 4.0 in 24 Hours* by Dick Oliver
- *Designing Web Usability* by Jakob Nielson
- *Experience Design* by Nathan Shedroff
- *Understanding Comics: The Invisible Art* by Scott McCloud
- *Cyber_Reader: Critical writings for the digital era* Edited by Neil Spiller
- *Information Arts* by Steven Wilson
- *Internet Art* by Rachel Greene

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GRADING AND EVALUATION

Web Critique and Analysis (50 points each)

You will be required to write two website critiques of sites to be assigned. The critiques should be 2-3 pages in length (double-spaced) and include information about the communications objectives of the site, the look and feel of the site, the site's usability, navigation and functionality, special features of the site, and your overall conclusion/opinion of the site. You will be asked to put yourself in the shoes of the designer, determine what problems the designer attempted to solve, comment on the adequacy of his or her solutions, and report other solutions that may be preferable and/or interesting alternatives.

Class Exercises (25 points each)

In-class exercises will be assigned to support course lectures and demonstrations, and you should be able to complete these exercises during in-class lab time. The exercises will be graded on a complete/incomplete (or A/F) basis. Attendance, therefore, is encouraged.

Class Projects (75 points each)

There will be four graded projects that you can complete by yourself or with a partner. Two weeks of class lab-time will be dedicated to the projects, and most students should be able to finish the projects during this time. However, some additional work outside of class may be required.

Final Project (325 points)

The final project will consist of three components: the written proposal and flow-chart (50 points), a prepared 5-10 minute oral presentation/demonstration of your final project to the class (25 points), and the final project itself (250 points). For the final project, you will build your own Web site or multimedia product (delivered via the Web). The project must include a homepage (or interface) and at least three branching areas of content. You will be asked to respond to an "official" RFP (Request for Proposal) for your Web site or multimedia project that will layout the specific details of your site or project (objectives, content, flow-chart, etc.). The proposal will serve as your design plan, and will be graded and returned to you to help guide your project's development.

Final Exam (100 points)

The final exam will consist of two parts: a series of short-answer questions and project critiques. Questions on the exam will be derived from required readings and class lectures. Project critiques will be formal, thoughtful critiques of your classmate's final projects. Well written critiques will be informed by and demonstrate knowledge of class assignments, lectures, and readings. The final exam will not test proficiency with software applications.

ADMINISTRATIVE

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. 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.

Total Possible Points = 1,000

Participation and Attendance: 50 points (5%)
Web Critiques (2): 50 points each (10%)
Class Exercises (5): 25 points each (12.5%)
Class Projects (4): 75 points each (30%)
Final Project: 325 points (32.5%)
Final Exam: 100 points (10%)

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

CLASS SCHEDULE

WEEK	DATE	SOFTWARE	TOPIC(S)	PROJECTS/ASSIGNMENTS
1	2/7	HTML	<ul style="list-style-type: none"> ▪ Introduction to Multimedia and the World Wide Web ▪ Hard-coding Web pages with HTML 	Exercise #1
2	2/14	Dreamweaver	<ul style="list-style-type: none"> ▪ WYSIWYG: Introduction to Dreamweaver ▪ The Windows, Inspectors, and Palettes ▪ Formatting Text ▪ Paragraphs and Line Breaks ▪ Absolute and Relative Links 	Exercise #2 <i>Bring Poem (5-25 lines)</i> <i>Read MTIV: Intro, Type</i>
3	2/21	Photoshop	<ul style="list-style-type: none"> ▪ Introduction to Photoshop ▪ Overview of the Menus, Palettes, and Tools ▪ Drawing and Painting ▪ Using Layers ▪ Working with Text 	Exercise #3 <i>Read MTIV: Web Layout, Web Languages</i>
4	2/28	Photoshop	<ul style="list-style-type: none"> ▪ Scanning/Importing Images ▪ Adjusting and Manipulating Images ▪ Optimizing Images for the Web 	Exercise #4 <i>Web Critique #1</i> <i>Bring Photograph(s)</i>
5	3/7	Dreamweaver	<ul style="list-style-type: none"> ▪ Integrating Images and Text ▪ Images as Buttons ▪ Images as Backgrounds ▪ Rollover Buttons 	Project #1 <i>Read MTIV: Color, Process, Listen</i>
6	3/14	Dreamweaver	<ul style="list-style-type: none"> ▪ Working with Tables ▪ Working with Frames 	Project #1 <i>Read MTIV: Grids, Unite, Theme</i>
7	3/21	Photoshop	<ul style="list-style-type: none"> ▪ Complex Selections ▪ Layer Masks ▪ Layer Effects ▪ Filter Effects 	Exercise #5 <i>Read MTIV: Concept, Eat the Audience, Filter, Justify</i>
8	3/28	Photoshop ImageReady	<ul style="list-style-type: none"> ▪ Compositing ▪ Optimizing/Slicing Images with ImageReady 	Project #2 <i>Web Critique #2</i> <i>Read MTIV: Usability</i>
9	4/4	Dreamweaver	<ul style="list-style-type: none"> ▪ Style Sheets ▪ Layers ▪ Behaviors ▪ Timelines 	Project #2 <i>Final Project Preproposal</i>
10	4/18	Flash	<ul style="list-style-type: none"> ▪ Introduction to Flash ▪ Creating or Importing Content ▪ Frames and Keyframes ▪ Step vs. Tweened Animation 	Project #3 <i>Read MTIV: Inspiration</i>
11	4/25	Flash	<ul style="list-style-type: none"> ▪ Buttons ▪ Movie Clips ▪ Interactivity ▪ Actions and Action Scripting 	Project #3 <i>Final Project Proposal</i>
12	5/2	Director	<ul style="list-style-type: none"> ▪ Introduction to Director ▪ Animation ▪ Introduction to Lingo 	Project #4 <i>Read MTIV: Broadcast, Print</i>
13	5/9	Director	<ul style="list-style-type: none"> ▪ Lingo and Interactivity ▪ Shockwave, Projectors 	Project #4
14	5/16	Dreamweaver Any	<ul style="list-style-type: none"> ▪ Site Management and FTP ▪ Final Project/Open Lab 	
15	5/23	Any	<ul style="list-style-type: none"> ▪ Final Project/Open Lab 	<i>Web Host for Final Project</i>
16	5/30		<ul style="list-style-type: none"> ▪ Final Exam ▪ Final Project Presentations 	<i>Final Project/Presentation</i>