

**Syllabus Spring 2012**  
**454 Selected Topics: Foundations of Multimedia Production**

Class: TR 10:20 AM – 12:30 PM  
Instructor: Dr. Shu-Yueh Lee  
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**Course Description**

This course is designed to provide a broad understanding of digital multimedia with a focus on theoretical knowledge while engaging in hands-on course projects. This course involves the basics of creating, digitalizing, and manipulating each digital media element including text, sound, graphic, animation, video, and the web. Students will also be exposed to major software packages to apply the theoretical knowledge into practical learning. At the end of the class, students are expected to develop a strong foundation of digital multimedia knowledge including theoretical knowledge and fundamental skills of multimedia production.

**Course Objectives**

- Students will learn the nature, formats and standards of multimedia elements, including text, images, audio, video, and animation.
- Students will become familiar with a variety of major multimedia software.
- Students will learn the fundamental knowledge of planning and designing multimedia packages.
- Students will learn the fundamental skills of creating and editing digital multimedia elements.
- Students will work in a team setting, which develops teamwork skills in multimedia production.

**Prerequisites**

Basic computer knowledge and skills are recommended.

**Textbooks**

Required textbook:

Vaughan, T. (2011). *Multimedia: Making it Work* (8th Ed.). McGraw-Hill Osborne Media.

**Policies and Responsibilities**

Attendance

Class attendance is necessary for you to meet the requirements of this class and obtain the required knowledge and skills of multimedia production. You will be expected to attend all class meetings.

You are expected to show respect to the class. Arriving on time is necessary. **You should turn off mobile phone(s) and should not log into the Internet to check email, facebook, or other online media unless the instructor directs you to do so for the learning purpose.**

### Late work

Late assignments are subject to a penalty of one letter grade for each calendar day after the deadline. If you have medical or family reasons for your late work, you are required to submit proper documentation of the reason for your absence.

### Grading Scale

<b>A</b>	<b>92-100</b>
<b>A-</b>	<b>90-91.9</b>
<b>B+</b>	<b>88-89.9</b>
<b>B</b>	<b>82-87.9</b>
<b>B-</b>	<b>80-81.9</b>
<b>C+</b>	<b>78-79.9</b>
<b>C</b>	<b>72-77.9</b>
<b>C-</b>	<b>70-71.9</b>
<b>D+</b>	<b>68-69.9</b>
<b>D</b>	<b>62-67.9</b>
<b>D-</b>	<b>60-61.9</b>
<b>F</b>	<b>Less than 60</b>

### **Class Requirements**

#### Required Reading

Vaughan, T. (2011). *Multimedia: Making it Work* (8th Ed.). McGraw-Hill Osborne Media.

In addition to the required textbook, your instructor will distribute handouts of articles that are pertinent to the course throughout the semester. Students are responsible for this material on quizzes and exams.

#### Participation (15%)

Multimedia technology constantly changes. The things you learn today might be out-of-date soon. Therefore, multimedia skills and knowledge are best developed through your willingness to learn from others and to share your experience and insights with others as well. Constructive participation is required in this class. There are discussions, in-class activities and lab exercises throughout the class. You are required to attend each class and engage in discussion on the readings and other class activities. You will be graded based on your contributions to those activities. Each unexcused absence will result in a 5-point deduction from your participation points.

Arriving late, using online media/mobile phones, chatting in class...etc. constitute rudeness and will result in disciplinary action. If you miss a class, it is your responsibility to obtain information covered and learn the materials before you come to the next class.

Students who leave lab early without showing completed work to the instructor cannot expect special consideration outside of class.

### Exams (30%)

There are three exams (10% for each) in this class. The format of questions includes multiple choice and short answer. The exam will cover any class discussions, notes, handouts, audio/visuals, and textbook readings.

### **Assignments**

#### Small Research Paper (5-7 pages, 10%)

Conduct a small research project on “what’s new” in one technical aspect of multimedia technology. You will be asked to select a topic of your interest and get the instructor’s approval. The paper should contain at least five references. Your paper must be neatly typed, doubled-space and stapled. Use APA style for your reference. 12-point Times New Roman or similar sized font is preferred.

APA style resource:

Purdue Online Writing Lab: <http://owl.english.purdue.edu/owl/resource/560/01/>

#### Small Multimedia Projects (20% total)

##### 1. Text Project (5%)

Use Photoshop to create a typographic project that contains five words/phrases. You can download free fonts that best match the following words/phrases and apply effects (for instance, color, space, size, filter effects...etc.) to make the fonts stand out. Your document should be 5’\*7’ and 72 dpi (default Photoshop size). The file name of text project should be: text\_yourname

Require texts: (1) Delicious, (2) Yucky, (3) Your choice – select three words/phrases of your own.

Upload your project into D2L drop box.

##### 2. Image project (5%)

Take a digital picture or scan an image and then edit it. You are required to use at least three editing tools/effects from Photoshop or any other image editing software. You also have to report the editing tools/effects that you have used.

Turn in both before-editing and after-editing versions of the pictures. If the image is not your original work, report the source. Upload your project and report (Word document) into D2L drop box. The file name of image project should be: image\_yourname

##### 3. Audio project (5%)

Create an audio project that includes voiceover/narrations and music tracks. You are required to use at least three editing tools/effects from Audacity or GarageBand (e.g. cut/delete, paste, trim, fade-in, fade-out, envelope, time shift, etc.) The voiceover/narrations must be your own creation (your own voice, scripts, and recording). You can use any existing music/song tracks. Report the editing tools/effects and music/song tracks as well. The format of this audio

project must be MP3 or WAV. The file name of text project should be: audio\_yourname. Upload your project and report (Word document) into D2L drop box.

4. Video editing project (5%, in-class activity)

Use a non-linear video editing software (iMovie) to edit a video project. Your instructor will provide the original video clip.

**Note: The file names of your assignments must be “assignmentname\_yourname” , or instance, text\_JohnSmith. All assignments must follow the instructions to meet the requirements. A lack of any requirement results in a grade deduction.**

Final Multimedia Project (25%)

You are required to form or join a group (4-5 members per group) to complete a multimedia project on a subject of your choice. The final project must include video clips (must be your original work) and at least two other types of media messages (such as, text, image, graphic, audio, or animation). Any media messages that are not your original work should be copyright free. The project should be in a computer-compatible form that can be delivered either by web or DVD. Burn your project to a DVD and turn in a copy to the instructor.

Each group should turn in a creative brief and a storyboard for the final project. Don't worry about your drawing skills. The purpose of the storyboard is to illustrate the arrangement of your project rather than to exhibit the drawing skills. Changes to the final project after the storyboard is completed are allowed.

**Academic Honesty**

Plagiarism

Plagiarism is defined in the Merriam-Webster Dictionary as “to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source.” To avoid plagiarism, you have to provide the source for the words, works or, ideas of others that you use. Any work violating this principle will be given a **zero**.

Cheating

You are expected to be aware of the academic codes recognized by this university and the university system. Giving or receiving assistance on an exam will not be tolerated, and will result in a grade of zero on the exam.

UWO Academic Integrity Policy:

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: “Students are responsible for the honest completion and representation of their work, for the appropriate citation of source, and for respect of others’ academic endeavors.” (UWS 14.01, Wisconsin Administrative Code)

Students are subject to disciplinary action for academic misconduct, which is defined in UWS 14.03, Wisconsin Administrative Code. Students on the UW Oshkosh campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code 2000-01.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

**UWO Accommodations for Individuals with Disabilities**

“The University of Wisconsin Oshkosh is committed to providing reasonable accommodations for students with disabilities. Please contact Disability Services [Dean of Students Office 125 Dempsey Hall 424-3100 (voice) 424-1319 (TTY)] for the University’s accommodation request form and documentation requirements. Information related to an individual’s accommodation request and/or arrangements will be confidential and will be shared with relevant University personnel or offices on a ‘need to know’ basis.”

**Course Outline and Class Schedule:**

This class schedule is provided to permit you to plan your learning and assignments effectively. The instructor, however, reserves the right to make changes as the needs of the class requires.

Jan. 31	Introduction to class The objectives and requirements of this class Q & A	
Feb. 2	Introduction to multimedia	Vaughan chapter 1 & 7
Feb. 7	Planning & Designing your projects	Vaughan chapter 9 & 10 Villalobos chapter 2
Feb. 9	Text I Fonts Texts in multimedia	Vaughan chapter 2
Feb. 14	Text II Text workshop/Photoshop	<b>Group Member due</b>  <b>In-Class Activity: Design Text</b>
Feb. 16	Text III Text workshop (assignment)	<b>In-Class Activity: Group Project &amp; Creative Brief</b>
Feb. 21	Image & Photo I	Vaughan chapter 3

	Bitmap image Vector-drawn image  <b>Text Project Presentation</b>	<b>Assignment Due – Image project</b>  <b>In-Class Activity: Research for images/graphics website</b>
Feb. 23	Image & Photo II Workshop/Photoshop	<b>In-Class Activity: Photo Editing</b>
Feb. 28	<b>Exam 1</b>  Final project workshop	<b>Assignment Due: Small Research Project Topic</b>
Mar. 1	Sound Sound basics Sound in multimedia	Vaughan chapter 4  <b>In-Class Activity: Image Project</b>
Mar. 6	Sound workshop I Audacity  <b>Image Project Presentation</b>	<b>Assignment Due – Image project</b>  <b>In-Class Activity: Sound Recording &amp; Editing</b>
Mar. 8	Sound workshop II GarageBand	<b>In-Class Activity: Sound Recording &amp; Editing</b>
Mar. 13	Audio Assignment Workshop	
Mar. 15	Video I Video basic Video camera workshop  <b>Audio Project Presentation</b>	Vaughan chapter 6  <b>Assignment Due – Audio Project</b>
Mar. 20 & 22	<b>Spring Break</b>	
Mar. 27	Video II Video shots Introduction to iMovie	Vaughan chapter 8
Mar. 29	Video III Video editing with iMovie 1	<b>In-Class Activity:</b> <b>(1) Video Editing &amp; Video Editing Project Due</b> <b>(2)</b>
Apr. 3	Video IV	<b>Assignment Due:</b>

	Video editing with iMovie 2 iDVD	<b>Group Project: Storyboards &amp; Working Schedule</b>
Apr. 5	Animation Principle of animation	Vaughan chapter 5  <b>In-Class Activity: Small Research Project</b>
Apr. 10	<b>Exam 2</b>  Final Project workshop	<b>Final Project: progress report</b>
Apr. 12	Animation workshop I Flash Basics I	<b>In-Class Activity: Flash Animation</b>
Apr. 17	Animation workshop II Flash Basics II	<b>In-Class Activity: Flash Animation</b>
Apr. 19	The Internet and how it works Tools for the WWW Designing for the WWW	Vaughan chapter 12 & 13  <b>In-Class Activity: Small Research Project</b>
Apr. 24	HTML  Dreamweaver	<b>In-Class Activity: Small Research Project</b>  <b>In-Class Activity: Final Group Project</b>
Apr. 26	Work session: final group projects	
May 1	Work session: final group projects	
May 3	Small research paper presentation	<b>Assignment Due: Small Research Paper</b>
May 8	Final project presentation	<b>Assignment Due: Final Project</b>
May 10	<b>Exam 3</b>	