Syllabus Spring 2013
454 Selected Topics: Foundations of Multimedia Production

Class: TR 10:20 PM – 12:30 PM
Instructor: Dr. Shu-Yueh Lee
Office: Sage 3605
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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. Throughout the course, you are expected to develop a strong foundation of multimedia knowledge that prepares you for the advanced learning in the field of digital multimedia.

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 basic 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:

1. Savage, T. M. & Vogel, K. E. (2008). An Introduction to Digital Multimedia (8th Ed.). Jones & Bartlett Publishers.
2. McAdams, M. (2009). Reporter's Guide to Multimedia Proficiency. Creative Commons. Available FREE at: http://www.jou.ufl.edu/faculty/mmcadams/PDFs/RGMPbook.pdf.

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 20% deduction for each calendar day after the deadline. It is your responsibility to inform me about your late work. After five days late (including weekend), I won't accept the assignment anymore. If you have medical or family reasons for your late work, you are required to submit proper documentation of the reason for your late work.

Grading Scale

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

Class Requirements

Required Reading

Savage, T. M. & Vogel, K. E. (2008). An Introduction to Digital Multimedia (8th Ed.). Jones & Bartlett Publishers.

Additional reading assignments will be made as the semester progresses. 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 experiences 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. **Three or more than three**

unexcused absences will result in a zero of participation grade.

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 two exams (15% for each) in this class. The format of questions includes true and false, multiple choice, and short answer. The exam will cover any class discussions, notes, handouts, audio/visuals, and textbook readings.

Assignments

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 eight 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. One of the words should be your full name. 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).
   Upload your project into D2L drop box and present it in class.

2. Image project (5%)

   Use at least two images/graphics to create one image project. You can use your own pictures or scan images from print media. You are required to use at least five 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 images you used are not your original work, please cite the source. Upload your project and report (Word document) into D2L drop box and present it in class.

3. Audio project (5%)

   Create an audio project that includes voiceover/narrations and music tracks. You are required to use at least four editing tools/effects from Audacity or GarageBand (e.g. cut/delete, paste, trim, fade-in, fade-out, envelope, time shift, etc.). You can either write your own scripts or use other existing scripts (such

as poems). You also 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. Upload your project and report (Word document) into D2L drop box and present it in class.

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. Upload your project into D2L drop box.

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 (3-4 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). The video clips must be uploaded to YouTube. Any media messages that are not your original work should be copyright free. The project should be in a computer-compatible form that is delivered either by the Web or DVD. Burn your project to a DVD, turn in a copy to the instructor, and present it in class.

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 I 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, reserve the right to make changes as the needs of the class requires.

Jan. 29	Introduction to class The objectives and requirements of this class Q & A	
Jan. 31	The Multimedia Revolution	Savage & Vogel chapter 1
Feb. 5	Digital Data	Savage & Vogel chapter 2
Feb. 7	Computer Hardware	Savage & Vogel chapter 3
Feb. 12	Computer Software & Multimedia Development	Savage & Vogel chapter 4 & 11, assigned readings
Feb. 14	Text I	Savage & Vogel chapter 5 In-Class Activity: Research for text website
Feb. 19	Text II Text workshop/Photoshop	In-Class Activity: Design Text
Feb. 21	Text III	**Assignment Due –**

	Text workshop (assignment)	**Group Member**
Feb. 26	**Exam 1**	**Assignment Due: Small Research Project Topic** **Group project meeting**
Feb. 28	Image & Photo I **Text Presentation**	Savage & Vogel chapter 6 McAdams pp. 13-27 **Assignment Due- Text Project**
Mar. 5	Image & Photo II Workshop/Photoshop	In-Class Activity: Photo Editing
Mar. 7	Sound I	Savage & Vogel chapter 7 McAdams pp. 5-12 **In-Class Activity: Image Assignment Workshop**
Mar. 12	Sound II Audacity **Image Project Presentation**	**Assignment Due – Image project** **In-Class Activity: Sound Recording & Editing**
Mar. 14	Sound III GarageBand	**In-Class Activity: Sound Recording & Editing**
Mar. 19 & 21	**Spring Break**	
Mar. 26	Video I Video basic Video camera workshop	Savage & Vogel chapter 8 McAdams pp. 28-38 **Assignment Due: Audio Project**
Mar. 28	Video II Video shots Introduction to iMovie	Savage & Vogel chapter 8 & Assigned readings
Apr. 2	Video III Video editing with iMovie 1	In-Class Activity: (1) Video Editing (2) Group Project: Creative Brief,

		Storyboards & Final project work schedule
Apr. 4	Video IV Video editing with iMovie 2 iDVD	**Assignment Due:** **(1) Video Editing Project** **(2) Creative Brief and Storyboard** **Bring one blank DVD to class** In-Class Activity: Creative Brief & Storyboard
Apr. 10	Animation Principle of animation	Savage & Vogel chapter 9
Apr. 12	Animation workshop I Flash Basics	In-Class Activity: Flash Animation
Apr. 17	Web-based multimedia I	Assigned Readings
Apr. 19	Web-based multimedia II HTML & Dreamweaver	
Apr. 24	Work session: final group projects	
Apr. 26	Work session: final group projects	
May 1	Work session: final group projects	
May 3	Small research paper presentation I	**Assignment Due: Small Research Paper**
May 8	Small research paper presentation II Work session: final group projects	
May 10	**Exam 2** Final Project Presentation	**Assignment Due: Final Project**