

Syllabus Fall 2009
454 Selected Topic: Multimedia Production

Class: MW 10:20 AM - 12:30 PM
Instructor: Dr. Shu-Yueh Lee
Office: 126B Clow
Office Hours: TR 1:00 – 4:00 PM
Office Telephone: 424-1151
E-mail: lees@uwosh.edu

Course Description

Multimedia Production is designed to provide students with fundamental knowledge and advanced skills to create multimedia projects. This class will include digital video production, non-linear editing and multimedia techniques. Theoretical knowledge of multimedia is covered. Practical skills with hands-on learning activities and state of the art software for multimedia production are emphasized. At the end of the class, students will be expected to create a multimedia project that includes video, audio, image, text, and/or animation to demonstrate their multimedia skills.

Course Objectives

1. Students will learn the nature, formats and standards of multimedia elements, including text, images, audio, video, and animation.
2. Students will become familiar with a variety of common multimedia software.
3. Students will learn the fundamentals of multimedia production including theoretical knowledge and technical skills.
4. Students will be able to design, produce, and deliver multimedia projects.
5. Students will work in a team setting, which will develop teamwork skills in multimedia production.

Prerequisites

Basic computer knowledge and skills are recommended.

Textbooks

Required textbook:

Vaughan, T. (2006). *Multimedia: Making it Work* (7th Ed.). McGraw-Hill Osborne Media.

Recommended textbook

Villalobos, R. (2006). *Exploring Multimedia for Designers*. New York: Thomson Delmar Learning.

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.

Late work

No late work will be accepted. 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

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

1. Villalobos, Ray. *Exploring Multimedia for Designers*. Thomson Delmar Learning, 2006.
2. Vaughan, T. (2006). *Multimedia: Making it Work* (7th Ed.). McGraw-Hill Osborne Media.
3. 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 (20%)

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 in-class activities, lab exercises, and discussions throughout the class. You will be graded based on your contributions to those activities.

Exams (30%)

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

Assignments

Multimedia Forum (5%)

Do research and have fun in the Internet. Search for a multimedia web site or presentation that you like the most. Post its URL address in D2L Discussion and briefly discuss why you like that project and what we can learn from it.

Small Multimedia Projects

1. 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 via email to your instructor. If the image is not your original work, report the source.

2. Audio project (5%)

Record or mix an audio project (at least 30 second) and edit via Audacity or GarageBand. 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.) Also, report the editing tools/effects that you have used. Save your project in a flash drive and bring it to class. If you use any existing audio tracks, report the source.

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

Use a non-linear video editing software (iMovie) to edit a video project. The original video clip will be provided by your instructor.

Final Multimedia Project (30%)

You are required to form or join a group (3-5 members per group) to complete a multimedia project on a subject of your choice. The final project must include at least three types of media messages (text, image, graphic, audio, video, or animation). It should be in a computer-compatible form that can be delivered either by web or DVD.

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

Sep. 9	Introduction to class <ul style="list-style-type: none"> • The objectives and requirements of this class • Q & A 	
Sep. 14	Introduction to multimedia Multimedia skills Multimedia adventure	Vaughan chapter 1 & 3
Sep. 16	The tools of multimedia	Vaughan chapter 2 Villalobos chapter 1
Sep. 21	Planning your projects <ul style="list-style-type: none"> • Form your multimedia group • Brainstorming & Storyboarding 	Villalobos chapter 2 In-Class Activity: Storyboard Form final project groups
Sep. 23	Text I <ul style="list-style-type: none"> • Fonts • Texts in multimedia 	Vaughan chapter 4 In-Class Activity: Online Text Tour Assignment Due – Multimedia Forum
Sep. 28	Text II <ul style="list-style-type: none"> • Text workshop/Photoshop 	In-Class Activity: Design Text
Sep. 30	Image & Photo I <ul style="list-style-type: none"> • Bitmap image • Workshop/Photoshop 	Vaughan chapter 6
Oct. 5	Image & Photo II <ul style="list-style-type: none"> • Vector-drawn image • Workshop/Photoshop 	In-Class Activity: Photo Editing Assignment Due – Group Project: Creative Brief or Storyboards
Oct. 7	Exam 1 Workshop – Final project	
Oct. 12	Sound <ul style="list-style-type: none"> • Sound basics • Sound in multimedia 	Vaughan chapter 5

Oct. 14	Sound workshop I <ul style="list-style-type: none"> • Audacity 	Assignment Due – Image project In-Class Activity: Sound Recording & Editing
Oct. 19	Sound workshop II <ul style="list-style-type: none"> • GarageBand 	In-Class Activity: Sound Recording & Editing
Oct. 21	Animation <ul style="list-style-type: none"> • Principle of animation 	Vaughan chapter 7
Oct. 26	Animation workshop I <ul style="list-style-type: none"> • Flash Basics • Flash/ Text 	In-Class Activity: Flash Animation Assignment Due – Audio project
Oct. 28	Animation workshop II <ul style="list-style-type: none"> • Flash / Image 	In-Class Activity: Flash Animation
Nov. 2	Video I <ul style="list-style-type: none"> • Video basic • Video shooting • Video camera workshop 	Vaughan chapter 8 Villalobos chapter 8
Nov. 4	Video II <ul style="list-style-type: none"> • Video formats • Introduction to iMovie • Encoding & Compression 	Vaughan chapter 8 Villalobos chapter 8
Nov. 9	Video III <ul style="list-style-type: none"> • Video editing with iMovie 1 	In-Class Activity: Video Editing
Nov. 11	Exam 2 Workshop – Final Project	
Nov. 16	Video IV <ul style="list-style-type: none"> • Video editing with iMovie 2 • iDVD 	In-Class Activity: Video Compression Assignment Due: Video Editing Project
Nov. 18	Tools for the WWW	Vaughan chapter 13
Nov. 23	Thanksgiving Holliday	
Nov. 25	Designing for the WWW	Vaughan chapter 14

Nov. 30	Dreamweaver I <ul style="list-style-type: none"> • Introduction • Working with button, image & video 	
Dec. 2	Dreamweaver II	
Dec. 7	Multimedia tools catch-up & Final project workshop	
Dec. 9	Multimedia forum	Assigned Readings
Dec. 14	Final project presentation	Assignment Due: Final Project
Dec. 16	Exam 3	