

MM 225: Introduction to Multimedia Development

Course Syllabus

Fall 2010

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Office Hours: MT RF 11:00—11:50
W 10:00—11:50
and by appointment.

Note that I may be in BH 123 or LH 235 during office hours.

About this Course (Catalog Description)

This class introduces students to the capabilities of interactive multimedia and its uses in education, industry and entertainment. Students will review the roles of various types of software applications and experiment with authoring tools to create one or more small projects.

Prerequisites

Basic computer literacy.

Outcomes

Upon completion of this course, students will:

- Discuss the relevance of different definitions of multimedia;
- Describe several uses for multimedia in education, industry, and entertainment;
- Describe the various talents and tools needed to produce a multimedia product;
- Compare and contrast stand-alone versus internet-based multimedia, in terms of capabilities, development, and limitations.
- Describe the different types of software that may be needed to produce a multimedia product, and typical features one should expect from each software type;
- Describe the general process of multimedia development; and
- Demonstrate basic familiarity with a variety of authoring software.

Textbook and Materials

Savage, T. & Vogel, K.(2009). An Introduction to Digital Multimedia. Sudbury, MA: Jones and Bartlett. ISBN978-0-7637-5052-7.

Course Activities

Class activities will include lectures and discussions as well as hands-on work in the multimedia lab (LH 235). Students will complete readings in the text and written exercises. Quizzes will give students a measure of how well they are grasping the main ideas covered in class, and small projects will allow students to begin developing a sense of how to apply those ideas. Midterm and final exams will provide a measure of overall retention and comprehension of course material.

Policies

Attendance in this class is important. The concepts covered in the text will be further explained in class, and lectures will include important material not covered in the text. Attendance to software demonstrations will save you *much* work. Your contribution to class discussions will help you and your classmates better understand material (see participation).

Assignments will be announced in class and posted on the class web site. Don't expect to finish assignments in class! Allocate time for reading and working exercises. Especially, expect projects to take more time than you expect—the software used in multimedia development typically has a steep learning curve.

When each exercise or project is assigned, its due date will be announced. Work turned in after class time on the due date will suffer a penalty of twenty percent for each school day it is late.

Important: your written work must be neat and clearly legible. You should word-process your written work. Multiple-page assignments should be stapled. If I cannot read your work I cannot give it a grade and will record zero.

Save all returned assignments.

Participation: Learning is an active occupation. A person totally surrounded with knowledge gains nothing from it without engaging with the material and making an effort to connect it with previous experience. You can do this by taking part in class discussions, talking about material with classmates (or others not in the class), and of course by attending every class and lab meeting. Participation will make up part of your grade.

Occasional **quizzes** over lectures, homework problems, and readings will provide feedback to let you determine if you are assimilating enough detail in course topics. You may drop one quiz grade. Quizzes may be made up only if I deem the documented excuse valid.

If you have any questions, comments, concerns, or suggestions, please feel free to write them on a slip of paper and leave it on the lectern (or hand it to me) when the class breaks. Your feedback may help improve the course.

The Digital Imaging Lab is available for students to use while working on graphics and multimedia projects. Use of this facility is a privilege, not a right. The lab is expensive to maintain. Please abide by all posted rules (and announced updates). In particular, keep the room clean, don't abuse the equipment and do not install any software, including messaging programs. Failure to use the lab properly may result in grade penalties, expulsion from the lab or legal action.

Academic Misconduct

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the university, or being expelled from the university—or a combination of these. Please see the relevant section of the student handbook on-line at: <http://www.eou.edu/saffairs/handbook/honest.html>

Students with Disabilities

If you have a documented disability or suspect that you have a learning problem and need reasonable accommodations, please contact the Disability Services Program in Loso Hall 234 (telephone 962-3081) **before** the end of the second week of classes.

Grading

Your final grade for this course will depend on your completion of the assigned homework and projects, quizzes, and two exams. All activities will measure your ability to apply the concepts introduced in the text and class lectures. Distribution of credit is as follows:

Projects:	20 percent
Exercises:	10 percent
Quizzes:	20 percent
Midterm Exam	15 percent
Participation	10 percent
Final Exam:	25 percent

Grade cutoffs will be no higher than 92 for A, 84 for B, 75 for C and 65 for D, but *may be lower* if statistical analysis of the distribution of scores indicates they should be.

Course Outline (Tentative*)

Week	Topics	Reading
1	Course intro.; Defining multimedia; Careers in multimedia	Syllabus Ch. 1, Sec. 12.1 from text
2	Uses for multimedia; The development team; Skills needed to produce multimedia; Properties of digital media	Ch. 11 Summaries of Chs. 5–9
3	Multimedia Design Process: Simple Introduction Text—the “forgotten medium”	Ch. 5
4	Constructing Interactivity—Authoring Tools Intro Navigation Options	Ch. 10
5	Authoring Tools Survey: The “Card” metaphor	
6	Authoring Tools Survey	
7	Authoring Tools Survey: The “Timeline” metaphor	
8	Authoring Tools Survey	
9	Lab time; Thanksgiving Break Wednesday—Friday	
10	Review and catch-up time	
11	Final Exam Thursday 1:00–3:00	

* Schedule is subject to change based on class dynamics.