

# MM 315: Multimedia Design

Course Syllabus

Fall 2009

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**Professor:** Richard Croft, Ph.D. Badgely Hall 109: 962-3695  
e-mail: rcroft@eou.edu  
web: www.eou.edu/~rcroft

**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

Study of the theory and practice of principles of design in multimedia, computer-enhanced and computer generated environments. In particular, covers the design process for multimedia products, including the development life cycle and basic interface design issues. Each student will design a significant multimedia product and use a typical authoring environment to create a working prototype.

## Prerequisites

MM 225: Introduction to Multimedia Development.  
ART 129: Design

## Outcomes

Upon completion of this course, students will:

- 1 Describe the stages of multimedia design and development, the activities carried out and the deliverables produced at each stage;
- 2 Apply design principles to design screen layouts and navigation that are appropriate for audience and subject material;
- 3 Describe different types of interactions that can be used in a graphical user interface;
- 4 Discuss different types of links and navigational methods in multimedia;
- 5 Discuss the features included in typical authoring tools;
- 6 Develop complete design documents for a multimedia product; and
- 7 Create a working prototype of the product using a representative authoring tool.

## Textbook and Materials

Elin, L, (2001). Designing and Developing Multimedia. Boston, MA: Allyn and Bacon. ISBN 0-205-31427-9.

Writeable CD-ROMs or DVD-ROMs or Flash memory storage devices

## Assessment

Outcomes 1, 2, 3, and 5 will be assessed using quizzes and an exam. Outcomes 1, 2, 6, and 7 will be assessed using exercises and projects.

## Course Activities

Class activities will include lectures and discussions as well as occasional hands-on work in the digital imaging lab (LH 235). Students will complete readings in the text and written exercises. Students will engage in peer review of design projects. 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. A final exam 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.

**Assignments** will be announced in class and posted on the class web site. 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. *Don't* expect to complete assignments in class!

*Important:* your written work must be neat and clearly legible. You should word-process your answers if at all possible. 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.

## 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 Section II of the *2002-2003 Student Handbook and Planning Calendar: Campus Citizenship (Academic)*, p. 32ff; *Campus Citizenship (Behavior)*, p.41ff.

## 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 a final exam. All activities will measure your ability to apply the concepts introduced in the text and class lectures. Distribution of credit is as follows:

Project Prototype:	15 percent
Design Documents:	25 percent
Exercises (Director skills)	10 percent
Quizzes:	20 percent
Final Exam:	30 percent

Grade cutoffs will be no higher than 90 for A, 80 for B, 70 for C and 60 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; What is design and development? Designing interactive software	Skim Ch. 1 Read Ch. 2
2	Proposal, Concept Document, and Top-Level Design Hand-on with Director	pp. 86–97; pp. 100–113
3	Functional Specifications Hands-on with Director	Chapter 6
4	Screen Artifacts & Screen Design; Navigation	pp. 199–215
5	Determining media needs & sources	
6	Peer evaluation of design documents	
7	Creating a Prototype	Chapter 11
8	Using Prototypes to Drive Design	Chapter 7
9	Finish Projects Thanksgiving Break Wednesday—Friday	
10	Students share finished prototypes	
11	FINAL EXAM: Tuesday, 8–10	

\* Schedule is subject to change based on class dynamics.

Project benchmark dates will be announced as the term progresses. Class will meet in LH 235 sporadically—pay attention to announcements in class to learn when!