

Art 309- Multimedia Design

Contact info:

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Office hours: Tues, Thurs 12-1 or by appointment.

Class Website: <http://www.classes.brewerthompson.com>

Class Calendar: <http://ical.mac.com/carathompson/multimedia>

Course Description: Study and experience in planning and producing visually driven time-based multimedia messages. Emphasis is placed on the creative use of electronic presentation systems.

Course Objectives: to develop computer, aesthetic and conceptual skills related to multimedia design. To develop skills in working with a variety of software relevant to multimedia design with an emphasis on the process of design and creative problem solving. Understanding of historical influences as well as future possibilities of the media.

Course Requirements: Students are expected to participate fully during class time. Out of class time both in lab and outside of the lab will be required to finish assignments.

Topics:

- Development and design
- Hardware :cameras and scanners, video, audio, computer hardware
- Software: :introduction to Multimedia Software (Flash, iMovie, QuickTime Pro, Garage Band, Sound Edit)
- Aesthetic issues
- Interface design
- Visual organization and communication-information architecture.
- Time-based media (sequence, duration, sound, tempo, rhythm, motion, narrative, interraction)
- Typography for the screen
- File formats and compression
- Storage Devices

Required Books

- Flash CS4 Professional for Windows and Mac.

Attendance:

School policy: Regular class attendance is obligatory. An instructor may recommend that a student be dropped from a course for poor achievement due to excessive absence. A student who is dropped after the deadline for dropping courses may be assigned a grade of E.

Thompson policy:

If you are well, you are expected to be in class .

If you have a fever, STAY HOME and contact myself and your assigned TA! You will be expected to make up any work you have missed.

If you are well: Attendance in class is required. Students are required to be present in class for the entire duration of the class period. Missing class does not excuse you from turning in projects on time. It is up to you to get your work to me on time. **Unexcused absences will negatively affect your grade.**

Tardiness: Class starts on time. Repeated tardiness will be accrued as absences and will affect your participation grade.

Project due dates: project dates will be announced for every assignment. **Late assignments** will be graded down up to 10 points for each class it is late. Missing critiques will deduct 20 points from your project grade.

Behavior:

All forms of misconduct in the classroom as defined by the provisions in the Student Handbook may result in disciplinary action in the form of one or more sanctions listed in Section 44. When misconduct occurs, the student will meet with the instructor and receive a letter documenting the misconduct and actions agreed upon by both parties, including a warning that further misconduct may cause more severe disciplinary action from the Office of Judicial Affairs.

In addition to guides set forth in the Student Handbook, do not operate equipment, use tools or materials you have not been instructed in. Beepers and cell phones are to be turned off during class time.

Intellectual Integrity on the part of all students is basic to individual growth and development through college coursework. When academic dishonesty occurs, the teaching/learning climate is seriously undermined and student growth and development are impeded. For these reasons, any form of intellectual dishonesty is a serious concern and is therefore prohibited.

The full intellectual integrity policy can found at:
http://www.oswego.edu/administration/registrar/policy_text.html#cp11.

Grading criteria:

A: (100-90) Outstanding, dedicated effort, extremely successful work- both in concept and execution. Turned in on time. Sets a standard for other students.

B: (89-80) Good to very good work exhibiting understanding of subject matter, Better than average performance with some evidence of going beyond the basic requirements.

C: (79-70) acceptable work. Assignment shows some potential, but is not (conceptual or technically) carried through fully. Average effort.

D: (69-60) Poor or incomplete work. Minimal effort, marginal understanding.

E: (59 and below) Unacceptable work.. Incomplete or lacking understanding of material.

Critiques: PARTICIPATION in critiques is REQUIRED! Critiques will be held one class before the project is due, giving you time to make changes based on input before turning in the final piece. Work is to be finished by the day of the critique and will be graded down if incomplete.

Supplies:

Datebook/calendar
Jumpdrive or external hard drive.
sketchpad
pencil, eraser, felt-tip pen (assorted drawing material)
Headphones (required)

Fees: \$65 lab fee; \$10-20 print fee (suggested)

Grade allocation:

•Participation / self direction/ professionalism, daily assignments, presentations.... Students are expected to be in class and take part in all discussions and critiques. An "A" student will show evidence of self-direction and intellectual curiosity in solving problems and will actively participate in discussions and critiques. An "A" student sincerely challenges themselves on all projects and activities -20%

• Projects 80%

Common Criteria for turning in projects: all projects must be turned in on Lisa French. Assignments will only be counted on time according to the date stamp on Lisa French. Electronic files should be turned in with all files appropriate for viewing as well as your original Flash file. (typically, this will mean an html file, swf and Flash file. Images and sounds used in Flash files should not be included unless they are linked and not embedded). An alias of your URL should be placed in your directory as well. Uploaded, or "published" files should be placed in a separate directory from working files. ALL files should be prefixed with your initials and class number. (EX: ct309_myfile fla) Unnecessary files should not be included. If you are not sure what is "unnecessary", ask me or a TA!

All projects must be accompanied by an electronic Process Book.

Process Books :

300 level process books should be placed and ORGANIZED in a directory along with your project files. This should include: scanned sketches, notes (screen captures of problems, research..., roughs. Your process book is your chance to convince me of how hard you worked and what you learned. A one-page typed electronic critique synopsis should be turned as well.

Disabilities: If you have a disabling condition which may interfere with your success in this class, please contact the Disabled Student Services (DSS), 183 Campus Center x 3358. Additionally, please see me privately to discuss your accommodations.

Projects

Project 1: animation project (20%) (weeks 1-3)

Project 2 continuing animation, interactivity in Flash , sound (30%) (weeks 4-9)

Project 3 movie group interface/website/ or dvd interface (20%) (weeks 9-15)

Project 4: 90 second theatre (group videos) (10%) (weeks 13-15)

309 calendar can be accessed at

<http://ical.mac.com/carathompson/multimedia>

iCal users may subscribe and instantly see changes on their computer