

EMAC 3333: Multimedia Development (Fall 2006)

Instructor: Dr. Ed Youngblood

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Class Meets: MWF, 1:00-1:50 in Studio A (MCOM 002)

Office Hours: MTWR 2:00-3:30 or by appointment.

Office hours may be used for discussions related to coursework, academic or career advising. Feel free to drop by the office if you have questions. I'm usually around.

LEARNING OBJECTIVES:

- Be able to successfully communicate a message using a multimedia format.
- Be able to describe basic design and production techniques used in creating multimedia content.
- Be able identify and discuss major issues in multimedia creation including ethics, designing for specific audiences, designing for portability, usability testing, and legal concerns.
- Be able to successfully complete multimedia production tasks.

ASSESSMENT:

Formal: Written and/or interactive projects, portfolios, presentations, exams, quizzes, essays, homework, class discussion.

Informal: Polling the class, non-graded quizzes and assignments, active learning techniques, muddiest point activities.

TEXTS (all are required):

Mindy McAdams, *Flash Journalism*, Focal Press, 2005.

Chris MacGregor, *The Flash Usability Guide*, friends of ED, 2002.

Other readings will be posted on eLearning.

SUPPLIES: Each student is to have at least one **128MB or larger USB** memory device. You may also want to have a few blank CDs or DVDs. Most assignments will be turned in on the course E-Learning site.

ASSIGNMENTS: Assignments are to be turned in to the eLearning site and/or your personal Web site by 1:00 p.m. on the date indicated on the syllabus unless the date or time is changed by the Instructor. Assignment grades will be cut one letter grade for each day the assignment is late. Some assignments may have multiple-parts. The assignment is not complete until all components are turned in. Points will be deducted for not following all instructions and/or if assignment is not complete. The Instructor reserves the right to modify assignments as needed. Consult with the Instructor at any time regarding any of the assignments. Readings for class will be discussed on the day listed on the syllabus. Each assignment should contain your work. Violators of the policy will be required to leave the course with an "F".

NO FOOD OR DRINKS ARE PERMITTED IN THE LAB. Violations will result in the student being dismissed from class or lab for the day and cause the student to be considered absent for the day. A third violation will result in the student failing the course. If any of the lab equipment malfunctions, get assistance from the computer lab supervisor Mark Mamawal, the lab assistant on duty, or the instructor. **DO NOT ATTEMPT TO REPAIR THE EQUIPMENT YOURSELF. UNDER NO CIRCUMSTANCES ARE YOU TO INSTALL SOFTWARE ON THE COMPUTERS IN THE LABS.** IT Staff do not provide software support.

TESTS/EXAMINATIONS: There will be two tests each worth 15% of your grade. There is not a final exam in this course. If you miss an examination, for whatever reason, the instructor reserves the right to change the format/questions on the exam. In addition, the instructor will set the date and time for any makeup test. Academic Integrity standards will be enforced. Each test should contain your work. Violators of the policy will be required to leave the course with an "F".

ACADEMIC INTEGRITY: It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed, whether through cheating or plagiarism, is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. See the section on "Academic Conduct" in the *Code of Student Conduct* for details of this policy.

COMMUNICATION: Course announcements will frequently be made by email using your eraider email alias (firstname.lastname@ttu.edu). Make sure that your eraider alias goes to the email address you usually use. You can manage your eraider account at <http://eraider.ttu.edu>. Grades and some course material will be distributed using the Texas Tech ELearning module found in the university's web portal, <http://raiderlink.ttu.edu>. Many of the course assignments will be turned in through ELearning as well. We will discuss how system works in class and I will give you an electronic handout on it. Because of the problems posed by spam, please put “**EM&C 3333**” in the subject line of any email you send me. Be aware that failure to use the correct subject line will mean that your email message will probably not be read.

ATTENDENCE: You are allowed four (4) unexcused absences. Absences beyond that will result in a deduction of ten (10) points from your final grade for each absence. Absences caused by extended illness or hospitalization will be considered as excused absences. The student is responsible for bringing adequate documentation and ensuring that their attendance is properly recorded. Make sure you sign the role sheet everyday. If you do not see the sheet, please ask me for it. If you are more than 15 minutes late for class you are considered absent for that day. That said, it is better to come to class late than not to come class at all. You are required to stay for the entire class to be considered present. If you need to be absent for official Texas Tech business you must notify the instructor and teaching assistant at least one week prior to the absence with (1) a memo on official TTU letterhead (not a photocopy) and (2) an e-mail with contact information from the TTU advisor. If you do not meet these requirements for an “official TTU business absence”, you will be counted absent for the day(s) you missed class.

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom may result in the student being required to leave the classroom. Students asked to leave the classroom will not receive credit for being in class that day, i.e. it will counted as an unexcused absence. Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device.

SPECIAL ARRANGEMENTS: The University is committed to the principle that in no aspect of its programs shall there be differences in the treatment of persons because of race, creed, national origin, age, sex, or disability, and that equal opportunity and access to facilities shall be available to all. If you require special accommodations in order to participate, please contact the instructor at 742-6500 ext. 229 or in his office, MCOM 218. Students should present appropriate verification from Disabled Student Services, Dean of Students Office. No requirement exists that accommodations be made prior to completion of this approved University process.

Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device.

HOLY DAY OBSERVANCE

A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, the student has notified the instructor of each scheduled class that the student would be absent for a religious holy day.

GRADING:

Exam 1 (15%)

Exam 2 (15%)

Pop/Take Home Quizzes (5%)

Class Presentation and article review (5%)

Flash I: Using animation to tell a story (McAdams, Chap. 1-3) (5%)

Flash II: Giving Directions (McAdams, Chap. 4-6) (5%)

Music Video (McAdams , Chap. 6-9) (5%)

Slide Show (McAdams, Chap. 8-10) (5%)

Flash Project for a Portable Device (5%)

VR Assignments (10%)

Portfolio Draft (5%)

Portfolio Project (10%)

Final Project – Kiosk unit (10%)

COURSE SCHEDULE (Subject to change, other readings may be added)

| <i>Date</i> | <i>Class Topic</i> | <i>Readings (due date listed)</i> | <i>Assignment Due</i> | <i>Presentations</i> |
|---------------|--|---|--------------------------|-----------------------------|
| Week 1 | | | | |
| Aug. 28 | Course Overview Dreamweaver Review | | | |
| Aug. 30 | Learning about Flash Dreamweaver Review | FJ p. 1-41 | | |
| Sept. 1 | Problems with Flash | Flash 99% Bad Flash 99% Proof FU Chapter 1 | | |
| Week 2 | | | | |
| Sept. 4 | No Class | | | |
| Sept. 6 | Drawing & Animation | FJ Lesson 1 & 2 | | |
| Sept. 8 | Flash & the Web | FJ Lesson 3 | | |
| Week 3 | | | | |
| Sept. 11 | Buttons | FJ Lesson 4 & 5 | Flash I: Telling a Story | |
| Sept. 13 | Preparing a project | FU Chapter 2, 3 | | |
| Sept. 15 | Movie Clips | FJ Lesson 6 | | |
| Week 4 | | | | |
| Sept. 18 | Working with photos | FJ Lesson 7 | Flash II: Cook a Recipe | |
| Sept. 20 | Introduction to Usability | FU Chapter 4 1994 Design of SunWeb Why You Only Need to Test w/5 Users 90% of Usability Testing is Useless | | Usability Articles |
| Sept. 22 | Flash & Sound | FJ Lesson 8 | | |
| Week 5 | | | | |
| Sept. 25 | Flash & Text | FJ Lesson 9 | | |
| Sept. 27 | Design Conventions Using Sound | FU Chapter 5 Arnold, World Wide Web Multimedia: Sound | | Arnold Multimedia: Sound |
| Sept. 29 | Slide Shows and Sound | FJ Lesson 10 | | |
| Week 6 | | | | |
| Oct. 2 | Workday (Lab Open) | | | |
| Oct. 4 | Show Music Video | | Music Video | |
| Oct. 6 | EXAM 1 | | | |
| Week 7 | | | | |
| Oct. 9 | Storyboarding & IA | FJ Case 1 FU Chapter 6 | | Case 1 |
| Oct. 11 | Discussion of Projects | Writing for Multimedia | | |
| Oct. 13 | Creating a user interface | FJ Case 2 FU Chapter 7 | Slideshow | Case 2 |
| Week 8 | | | | |
| Oct. 16 | More on text | FJ Case 3 FU Chapter 8 | | Case 3 |

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| Oct. 18 | Playing music | FJ Case 4 | | Case 4 |
| Oct.20 | Accessibility | FU Chapter 9 Vanderheim Accessibility Rules | | Vanderheim & Accessibility |
| Week 9 | | | | |
| Oct. 23 | Flash Driven Entertainment Web sites & MSNBC.com | FJ Case 5 FU Chapter 10 | | Case 5 |
| Oct. 25 | Tour de France Coverage Using Flash Offline | FJ Case 6 FU Chapter 11 Flash for Portability | | Case 6 Flash for portability |
| Oct. 27 | | TBA | | |
| Week 10 | | | | |
| Oct. 30 | Designing multimedia for small screens | Flash for Mobile Devices | | |
| Nov. 1 | Designing multimedia for small screens | Flash for Mobile Devices | | |
| Nov. 3 | Conducting usability tests | FU Chapter 12 Usability Case Study (Palm Pilot) Usability Case Study (Remote User) | | Usability Case Studies |
| Week 11 | | | | |
| Nov. 6 | Testing your project | | | |
| Nov. 8 | Working on project | | | |
| Nov. 10 | Virtual environments | QTVR Fire Case Study Medical Case Study | Mobile Project Due | VR Case Studies |
| Week 12 | | | | |
| Nov. 13 | Working with VR software | QTVR | | |
| Nov. 15 | Working with VR software | QTVR | | |
| Nov. 17 | Working with VR software | QTVR | | |
| Week 13 | | | | |
| Nov. 20 | Show QTVR Projects | | QTVR Project | |
| Nov. 22 | No Class - Thanksgiving | | | |
| Nov. 24 | No Class - Thanksgiving | | | |
| Week 14 | | | | |
| Nov. 27 | Copyright | Copyright as Talisman Giving it Away | | Copyright |
| Nov. 27 | Education | Using Interactive Multimedia to Teach Pedestrian Safety Animation as an Aid to Multimedia Learning | | Education |
| Nov. 29 | EXAM 2 | | | |
| Dec. 1 | Projects | | | |
| Week 15 | | | | |
| Dec. 4 | Projects | | | |
| Dec. 6 | Last Day of Class | | Final Project Presentations | |
| | Portfolio Presentations | | Portfolio | |