

Multimedia 100 Syllabus

Course information

- Introduction to Multimedia
- Multimedia 100 - Section Number 8036
- Fall 2014
- Etudes

Instructor / Contact Information

- Brian Olson
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- <http://www.wlac.edu/online> and <http://www.wlac.us>

Catalog Course Description – This course provides an overview of the interactive multimedia industry, the profession and career options, the market, and production, forming the basis for the study of digital arts and technologies.

Class Schedule Course Description – An overview of the interactive multimedia industry, The profession and career options, the market and the production process including concept development, programming and delivery. The introduction forms the bases for study of digital and non-linear technologies and applications.

Course Prerequisites and Advisories: Prerequisites: No

Note: You will need access to the internet and be able to install various software on your system as needed.

Required Textbooks and Materials: All texts, readings will be available in the shell.

- Introduction to Multimedia Student Edition by McGraw-Hill (**OPTIONAL TEXT**)

Student Learning Outcomes (SLOs)

- Technical Competence: Utilize the appropriate technology effectively for informational, academic, personal, and professional needs.
- Communication: Effectively communicate thought in a clear, well-organized manner to persuade, inform, and convey ideas in academic, work, family and community settings.
- Aesthetics: Use multiple modes of inquiry and approaches to experience and to engage with the arts and nature; develop and express personal creative visions throughout all aspects of one's life.
- Students will be assessed by portfolio.

Course Content and Objectives

<p>COURSE SCOPE - Lecture: Outline the topics included in the lecture portion of the course (<i>Outline description, all topics covered in class</i>). CONTENT AND reflects course</p>	<p>Hours per topic</p>	<p>COURSE OBJECTIVES - Lecture: Upon successful completion of this course, the student will be able to..(Use <i>action verbs - see Bloom's Taxonomy for 'action verbs requiring cognitive outcomes.'</i>)</p>
<p>Week 1: Define new media with historical overview.</p> <p>Week 2: Define the interactive history of interactive including a historical overview.</p> <p>Week 3: Define the current marketplace and employment possibilities.</p> <p>Week 4: Discuss the profession paths and the new media team.</p> <p>Week 5: The project process, a case study.</p> <p>Week 6 Digital conversion/ digital delivery formats.</p> <p>Week 7: Defining digital assets, asset acquisition.</p> <p>Week 8: Multimedia software applications and authoring tools.</p> <p>Week 9: Midterm exam. Select multimedia projects.</p> <p>Week 10: Introduction to Powerpoint.</p> <p>Week 11: Navigation , project organization, review outline and plan development.</p>	<p>4</p> <p>4</p> <p>3</p> <p>3</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>0</p> <p>4</p> <p>2</p> <p>1</p>	<p>Review and understand the history of electronic media in a linear format.</p> <p>Review and understand the history of interactive media in a linear format.</p> <p>Understand the current marketplace and its potential career opportunities.</p> <p>Understand the professional requirements of participating in a media team environment.</p> <p>Dissect a existing project and understand the components.</p> <p>Learn to use the processes or converting content to a digital format.</p> <p>Learn to download and employ PDF, Flash, windows media and real players.</p> <p>Explore multimedia software applications.</p> <p>Complete and send in midterm exam. Declare selected topic.</p>

Week 12: Introduce sound for Powerpoint, navigation chart basics, asset acquisition. Outline due.		Understand the tools and menu options of Powerpoint.
Week 13: introduce video acquisition tools, file conversion. Navigation chart.	2	Plan and organize the outline for a Powerpoint project.
Week 14: Demonstrate Powerpoint tools part two.	2	Learn to apply sound, navigation and collect content for Powerpoint project.
Week 15: Finalize project and delivery " playback.	0	
Week 16: Alpha test project, web delivery topics.	1	Learn to acquire and load and convert video files.
Week 17: Beta test project,, Intellectual rights discussion.	2	
Week 18: Project and packet due, written exam.	0	A complete understanding of Powerpoint.
		Work on and organize project content.
		Learn to prepare a project to load to the web.
		To test a final project and understand copy rights.
		Complete and submit final project and written exam.

	Total:	36
Total Hrs In	Protocol:	36

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1. (cont'd) LAB:

<p>COURSE SCOPE - Lab: Outline the topics included in the laboratory portion of the course (<i>Outline description, all topics covered in class.</i>)</p> <p>CONTENT AND</p>	<p>Hours</p> <p>per topic</p>	<p>COURSE OBJECTIVES - Lab:</p> <p>Upon successful completion of this course, the student will be able to..(Use action verbs - see Bloom's Taxonomy for 'action verbs requiring cognitive outcomes.')</p>
<p>Week 1: Define new media with historical overview.</p> <p>Week 2: Define the interactive history of interactive including a historical overview.</p> <p>Week 3: Search and pinpoint areas of interest in multimedia</p> <p>Week 4: Discuss the profession paths and the new media team.</p> <p>Week 5: The project process, a case study.</p> <p>Week 6 Digital conversion/ digital delivery formats.</p> <p>Week 7: Download digital assets, asset acquisition.</p> <p>Week 8: Multimedia software applications and authoring tools.</p> <p>Week 9: Midterm exam. Select multimedia projects.</p> <p>Week 10: Introduction to Powerpoint.</p>	<p>0</p> <p>0</p> <p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>4</p> <p>0</p> <p>2</p>	<p>Review and understand the history of electronic media in a linear format.</p> <p>Review and understand the history of interactive media in a linear format.</p> <p>Locate areas in multimedia to explore.</p> <p>Pinpoint and isolate the functions/ jobs of team work.</p> <p>Dissect a existing project and understand the components.</p> <p>Convert content to a digital format.</p> <p>Employ PDF, Flash, windows media and real players.</p> <p>Employ multimedia software applications.</p> <p>Complete and send in midterm exam. Declare selected topic.</p> <p>Engage the tools and menu options of Powerpoint.</p>

Week 11: Navigation , project organization, review outline and plan development.	3	Plan and organize the outline for a Powerpoint project.
Week 12: Experiment with sound for Powerpoint, navigation chart basics, asset acquisition. Outline due.	2	Apply sound, navigation and content for Powerpoint project.
Week 13: Use video acquisition tools, file conversion. Navigation chart.	2	Acquire and load and convert video files.
Week 14: Explore Powerpoint tools part two.	4	A complete understanding of Powerpoint.
Week 15: Finalize project and delivery " playback.	3	Work on and organize project content.
Week 16: Alpha test project, web delivery topics.	2	Load a project to the web.
Week 17: Beta test project,, Intellectual rights discussion.	4	Test the final project and understand copy rights.
Week 18: Project and packet due, written exam.		Complete and submit final project and written exam.

Total:	36	
Total Hrs In Protocol:	36	

1. (cont'd) SLO:

STUDENT LEARNING OUTCOMES - <i>(Quote the appropriate Institutional SLO's in this column):</i>		HOW WILL THESE STUDENT LEARNING OUTCOMES BE ASSESSED - <i>(Explain how each outcome will be assessed in this column):</i>

Instructional Methods – Assignments, Tests and Discussions will be available via the Etudes shell. Videos and notes will be available at www.wlac.us

Student Responsibilities

- Read Announcements
- Assignments, Exams / quizzes and Projects as assigned
- Other requirements as assigned. (Eg. portfolios, projects and group work)

Course Resources

- Library and Learning Resources Center
- Online Tutoring, <http://www.wlac.edu/online/tutoring.asp>

Course Content and Outline: Use Etudes Course Map

Attendance Policy

Students are expected to participate in all classes for which they are registered. Students who are unable to participate in class regularly, regardless of the reason or circumstance, should withdraw from the class. Instructors may exclude a student from a class whenever a student is not participating on a regular basis.

Examples of regular participation may include:

- submitting/grading assignments (students/faculty)
- participating in discussions (students & faculty)
- responding to emails / phone calls (students & faculty)
- attendance at scheduled chats (students & faculty)
- adherence to scheduled events in the syllabus (students & faculty)
- logging into the virtual classroom, reviewing messages and responding to messages (students & faculty)
- Web conferences or other live events scheduled for the class (students & faculty)
- On-campus events or other locations where instructor and students meet for class; i.e. museum, observatory, etc. (students & faculty)

Withdrawal from class can affect eligibility for federal financial aid.

- Late work will have negative impact on your final grade.
- Exams and quizzes may be made up with verified doctors excuse.
- Extra credit may be available for qualifying students as needed.
- Videos and text are Copyright to Brian Olson and may not be redistributed without consent. You may not photograph, screen capture, record or copy in any form any parts of this course , visiting artists, lectures, models, students or other student work without direct consent.

Grading Methods, Scale, Tracker and Rubric

- Use Etudes Course Map to view a detailed list of grading.

Course Schedule

- Use Etudes Course Map to view a detailed list of due dates.

Private Messages and Electronic Mail

The Etudes Private Messaging system will be the usual method for all communication for this class. However, every WLAC student has an e-mail address. Check your Student.LACCD@Edu account daily/weekly. To access your account visit www.wlac.edu, and click on the Student Email button. To log in use your student ID # and your birthday and month. Your Student.LACCD@Edu email can be forwarded to any other personal email account.

Disabled Student Services

If you know or think that you have any learning or physical disabilities, please contact Dr. Duke in the Disabled Student Programs and Services (DSPS) Office in the Student Services Building room 320 or at (310) 287-4423. The DSPS will then contact your instructors to notify them of needed accommodations, such as additional testing time, or a note taker. If you require an accommodation for this class, please speak with me.

Dropping the course

According to college policy, you will be excluded for non-participation or for not following the Standards of Student Conduct (printed in the Schedule of Classes). If you drop the course, be sure to do so using the Student Information System at <http://www.laccd.edu> and keep the confirmation code. Pay attention to drop dates in the Schedule of Classes. You can find these dates at:

<http://www.wlac.edu/scheduleofclass/schedulecalendar.html>

Academic Integrity

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. When there is evidence of cheating or plagiarism in classroom work, the instructor may assign a failing grade, "F," or zero points to the examination or assignment in which the alleged cheating or plagiarism occurred. Before a substandard grade is issued the instructor will provide the student with supporting documentation of the plagiarism or cheating charge. Instructors have the authority to use plagiarism detecting instruments such as "Turn It In" to detect academic dishonesty.

Forms of Behavior which Violate Academic Integrity:

- **Cheating.** Using any materials or devices or strategies which provide undue advantage on any exam, assignment, activity or other method of assessment for a course. This includes, but is not limited to, copying content from the Web, textbooks or other sources, buying content, reusing materials produced in other courses, or any other system of inappropriate "help." Exams are to be measures of what YOU, as an individual, have learned.
- **Collaboration.** Working together on projects, papers, exams or other forms of assessment which are to be completed individually.
- **Plagiarism.** Taking anyone else's work as one's own. Presenting another's words, ideas, forms of expression, materials, or labor without proper citation, referencing, and declaration that this material originated outside the student's own work.

For assistance with course essays, papers and other writing assignments, please utilize the online Writing Lab, <http://www.wlac.edu/online/owl.asp>

Standards of Student Conduct

The West LA College faculty, staff and administrators are dedicated to maintaining an optimal learning environment and will not tolerate any disruptive behavior in or outside of the classroom or any academic dishonesty. These standards apply to all students.

Disruptive, disrespectful, or obstructive behavior will be dealt with in accordance with the LACCD Standard of Student conduct. Disciplinary action can be taken if student behavior interferes with instruction. Please refer to the Schedule of Classes.

- Warning - A written notice, given to the student by the instructor.
- Removal by the Instructor - An instructor may remove a student temporarily from the course shell.

Instructional Support and Monitoring

- For assistance with research projects, visit the Library on the second floor of the HLRC or access Library resources online at <http://www.wlac.edu/library/index.html>
- Monitor your academic progress online at

<http://www.wlac.edu/online/counselingonline.asp> by clicking on the DegreeWorks icon, or contact an Online Counselor at onlinecounseling@wlac.edu