

COM 337

Introduction to Multimedia

Summer Session I 2000

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Course URL: <http://www2.hawaii.edu/~ogden/com337/>

Office Hours: M—F 8:00–10:00 AM
& T—R 3:00–5:00 PM
or by appointment

Meeting Times & Location

M–W 1:30–2:45 PM
R–F 1:30–2:45 PM

George Hall, Rm. 213
Social Sciences Building, Rm. 342

Course Overview

Catalog description: Combined lecture-lab course providing an orientation to, and examination of, procedures and techniques of multimedia. Emphasis on new media literacy, human-computer interaction and basic design of electronic multimedia. *Prerequisites:* 201 or consent.

What this class actually "is": Communication 337 will encourage students to explore and build literacy in the new media by exposing them to both the concepts, tools and techniques of multimedia design. However, no prior computer experience beyond the word processor is assumed, nor is any media competence beyond how to use a VCR anticipated. As an introductory course, students will critically examine the history and structure of the multimedia industries and develop an understanding of the theories and aesthetics underlying human-computer interface. Using creative approaches to multimedia computing, students will be expected to draw upon all of their interests and abilities. Thus, students will be given the opportunity to explore a broad range of interactive media involving graphics, images, spatial models, animation, video and sound — as well as text based data.

Requirements & Assignments

Students are expected to prepare for each lecture session by reading the required chapters and/or articles and being prepared to discuss them in class. There will also be several other ways for students to demonstrate their command of the subject matter covered in the course:

- ✓ [Two \(2\) Exams](#), consisting of true/false, multiple choice, short answer and at least one essay;
- ✓ [Multimedia Project Assignments](#) to be discussed in class;
- ✓ [Lab Exercises](#) structured, hands-on assignments for gaining experience in employing a wide variety of software "tools" used in multimedia development.
- ✓ [Student Presentations](#) two (2) in-class presentations from each multimedia "team;" first is a report on an interactive design technique (assigned), the second is the team's in-class presentation of their web pages.

In addition, students are expected to attend class regularly, to be well prepared, and to complete all assignments by the designated due dates. There will be **NO EXTENSIONS FOR ASSIGNMENTS NOR INCOMPLETES GIVEN** — so don't ask! **Each of the course requirements** will count towards the final grade as follows:

Two (2) Exams	40% (20% each)
Lab Exercises	25%
Project Assignments	25%
Student Presentations	10% (05% each)
Attendance & Participation	Good Karma!

Required & Recommended Texts [available at UH Bookstore or Amazon.com]

Ippa, Nicholas (1998). **Designing Interactive Digital Media**. Boston, MA: Focal Press.
[required]

Martin, Teresa & Davis, Glenn (1996). **Project Cool Guide to HTML**. New York: John Wiley & Sons. [recommended]

Other materials used to supplement our required text(s) will be made available via the course website (see URL above), placed on reserve at Sinclair Library and/or distributed in class.

Students are also encouraged to visit the online information is the multimedia *VFS Cybrary* [<http://www.vfs.com/~library/index.html>] maintained by the Vancouver Film School.

Required Class Materials

In addition to materials normally associated with a university course, students in Com 337 are also expected to have enough high density 3.5-inch diskettes or other suitable mass storage media (*e.g.*, ZIP Disk) for backing-up their lab work and/or multimedia projects. Students are responsible for locating their own source for the purchase/access of any such materials.

Group Project

Since multimedia production is usually a group effort, the primary assignment for this course will require students to work in small groups — often outside of structured course time. Production teams will receive a shared grade based on the final product as well as an individual grade based on self and peer assessment of their contribution to the project. Course assignments designed as individual efforts will be graded in the usual manner. Each assignment intended for completion outside of lab time (both individual and group) will be introduced and discussed in advance so that everyone understands the nature of the assignment and when it is due.

Assignments	Value
Treatment & Content Outline	25 points
Storyboard & Flow Chart	50 points
Final Project & Production Book	150 points
Self/Group Evaluation	25 points

Computer Lab Assignments

Thursday and Friday (and occasionally Wednesday) the class will meet in the College of Social Science's Macintosh Lab (SSB 342) to participate in "hands-on" exercises with various multimedia hardware and software. Each session will have an associated webpage providing instruction on the day's activity. Typically, lab assignments are due at the end of each lab session. During lab, students are encouraged to "share" their ideas and expertise with each other so that **everyone** can get through the assigned tasks on time and with minimum frustration. Emphasis will be placed on gaining a broad literacy (rather than mastery) in the new media while learning to apply creative and critical thinking skills to an understanding of the potential of new media in today's society.

**There will be no make-up for missed lab exercises
nor credit given for assignments turned in late!**

Attendance & Participation

Attendance in this course is not only expected, it's mandatory! Whereas no "credits" will accrue to students for attendance alone (you will get credit for completing in-class assignments), **unexcused absences** will be **penalized** with loss of any assignment credit **plus** a 1 percentage

point deduction from final course grade for each absence following a “grace period” of three (3) unexcused absences.

Participation is a requirement if a student wishes to successfully complete all assignments. As has already been mentioned (but warrants repeating!) individual participation in team projects will be determined by self and peer assessment and will impact individual grades. It therefore behoove students to participate “whole-heartedly” with each other on team assignments!

Lecture Schedule

We will endeavor to adhere to the following schedule but reserve the right to be flexible! All modifications will be distributed in advance via email.

Note: Readings marked by an * are online [[URL provided](#)] or on reserve at Sinclair Library. Dates marked by an 🚩 indicate a deadline (in-class) or an exam.

Week 1

May 22	Course Overview — Learning to Think Multimedia	
May 23	Media—Multimedia—Hypermedia	
🚩 May 24	Visualization & the Creative Process	**Unlikely Story**
May 25	[LAB] Introduction to Macs & Multimedia Platforms	
May 26	[LAB] Exploring Multimedia— Presentation Software	

Readings:

- Iuppa (1998). *Designing Interactive Digital Media*, Chap. 1-6.
- *von Wodtke (1993). *Mind Over Media*, Pp. 84–113.
- *Bush (1945, July). "As We May Think," *The Atlantic Monthly*. [<http://www.theatlantic.com/unbound/flashbks/computer/bushf.htm>]
- *Martin (1996). *From Hypermedia to Multimedia to... Communication*. Raleigh, NC: Martin Information Services, Inc. [<http://www.martin.com/articles/hyper.htm>]

Week 2

May 29	Memorial Day	**Holiday**
May 30	Overview of Multimedia Planning	
May 31	Multimedia PRE-production	
June 1	[LAB] "Thinking" Multimedia— Inspiration Demo	
June 2	[LAB] Exploring HTML— Introducing Dreamweaver	

Readings:

- Iuppa (1998). *Designing Interactive Digital Media*, Chap. 7-11.
- *Martin (1996, Sept.). *Creating Multimedia: What's the Process?* Raleigh, NC: Martin Information Services, Inc. [<http://www.martin.com/articles/create.htm>]
- *Martin (1996, May). *Management: The Key to a Successful Project*. Raleigh, NC: Martin Information Services, Inc. [<http://www.martin.com/articles/mgmt.htm>]

Week 3

🚩 June 5	Anatomy of a Web Page	**Storyboards & Flowcharts Due**
June 6	Designer's Guide to HTML	
June 7	About Web Graphics	
June 8	[LAB] Beyond Basic Dreamweaver	
🚩 June 9	**1st Exam**	

Readings:

- *Martin (1996, June). *Delivering Multimedia on the World Wide Web*. Raleigh, NC: Martin Information Services, Inc. [<http://www.martin.com/articles/web.htm>]
- *Ogden (1998). *Basic Webscaping 2.0*. [<http://www2.hawaii.edu/~ogden/com337/lab/06/barebones.pdf>]
- *Sun Microsystems (1996, Aug.). *Guide to Web Style*. [<http://www.sun.com/styleguide/>]

Week 4

June 12	<i>Kamehameha Day</i>	**Holiday**
June 13	Concepts in Graphic Design	
June 14	[LAB] Exercise– Using Scanners &/or Digital Cameras	
June 15	[LAB] Exercise– Basic Adobe PhotoShop I	
June 16	[LAB] Exercise–Basic Adobe PhotoShop II	

Readings:

- *Lester (1995). "Graphic Design." *Visual Communication*, Pp. 161–186.
- *Vaughan (1994). "Images." *Multimedia: Making It Work*, Pp. 277–302.

Week 5

June 19	Basics of Digital Sound
June 20	Using Digital Video in Multimedia
June 21	[LAB] Exercise– Manipulating Digital Audio
June 22	[LAB] Exercise– GIF Animation
June 23	[LAB] Exercise– Basic Adobe Premiere

Readings:

- *Vaughan (1994). "Sound." *Multimedia: Making It Work*, Pp. 239–275.
- *van Tassel (1998). "Digital Video Compression." *Communication Technology Update* (6th Edition).

Week 6

June 26	Work the Interface & Keep "it" Fresh!	
June 27	Student Reports	**In-Class Presentations**
June 28	[LAB] Exercise– – Supervised Group Project Session	
➡ June 29	BETA TEST Projects!	
➡ June 30	**2nd Exam**	**Final Webpages Due**

Readings:

- Iuppa (1998). *Designing Interactive Digital Media*, Chap. 12-15 (team #1), 16-20 (team #2), & 21-23 (team #3).
- *Kozel (1995, Dec.) "The Interactive Experience Model," *Multimedia Producer*, Pp. 61–66