INTRO TO MULTIMEDIA

SYLLABUS: Fall 2018
CLASS: 160 Introduction to Multimedia
PROFESSOR: Nicholas D'Angelo
E-MAIL: ndangelo@esu.edu

LOCATION: Rosenkrans Hall East: (DMET LAB C)
OFFICE PHONE: 570.422.3763
CLASS BLOG: http://teaching.ndangelo.com
OFFICE HOURS: TBD

COURSE DESCRIPTION
This course introduces basic software and develops skills in message design, graphic design, and interactive web design. The course is a prerequisite for most of the other courses in the department.

COURSE OBJECTIVES
This course is focused on:
• Implementation of Digital Media Applications
• Layout using the Adobe Creative Suite
• Hands on experience creating professional projects
• Learning about the history of Multimedia
• Creating quality work
• Utilizing software to integrate visual elements
• Communicate orally, in writing, and through other formats
• Create and/or critique various forms of media

REQUIRED TEXT
Illustrator and Photoshop CC - DMET 160: Introduction to Multimedia, Against the Clock, Mastering Graphic Technology

Goal: To become adept with Adobe Photoshop CC and Illustrator. As well as the history and general knowledge of multimedia techniques.

LEARNING OUTCOMES:
Students will gain hands-on experience producing layouts to be used in various media formats such as:

I. Photoshop CC User Interface
   1. Composite movie ad
   2. Vintage Car Montage
   3. House Painting

II. Illustrator CC User Interface
   4. Campground Icons
   5. Regatta Artwork
6. Identity Package

UNIVERSITY UNDERGRADUATE STUDENT LEARNING OUTCOMES
1. Demonstrate an understanding of their role as citizens of a diverse, global society.
2. Utilize critical thinking skills.
3. Communicate orally, in writing, and through other formats.
4. Demonstrate information literacy and technological skills.
5. Apply scientific reasoning to solve problems.
6. Create and/or critique various forms of media.
7. Understand various models for the healthy development of the whole person.

INSTRUCTIONAL PROCESS
1. Lessons - Daily and weekly projects as assigned by the Instructor
2. Lectures - 35 to 45 minute lectures per week
3. Weekly Assignments - Students are required to complete software technique assignments as assigned
4. Critiques - A class critique will follow assignments when appropriate
5. Lab Time- In class, lab time will be available for students to work on projects and practice technique

- This class requires homework, which may be up to 10 hours weekly, depending on time spent in class for projects. Please schedule your time accordingly. Responsibilities at work or home will not be accepted as excuses for late or missing projects.
- Do not throw anything away. There will be individual critiques on your body of work at the end of the semester.
- All students must backup their work. The loss of a project through the failure of technology will therefore not be an excuse for a late assignment.

GRADING
You will be given a grade for each assignment; the final project grade will be determined by combining all projects. NOTE: EACH PROJECT IS IMPORTANT TO YOUR OVERALL GRADE. Also note that each project grade will be influenced by participation, absences and tardiness, which will affect grades significantly.

Grading Criteria for Projects (Overview):
The Instructor will base grading evaluation based on the following: The completion of a project on time; proper use of techniques demonstrated in previous DMET courses; proper use of class specific techniques; timely completion of deadlines.

Through these parameters the Instructor will assign a letter grade that he or she sees fit for the weekly grade/projects. If the project is not completed on time by the due date, the subsequent grade will be a failing one.

The following are items the Instructor may consider when assigning a grade.
• Clarity of digital communication
• Concept and creativity
• Ability to follow instructions and meet deadlines
• Computer skills and verbal presentation
• Development of creative concepts that are thoughtful, original and creative.
• Craftsmanship and mastery of certain application techniques.
• Evidence of initiative, creative and imaginative responses.
• Class participation & discussion
• Individual progress throughout the semester.
• ATTENDANCE

**Course Evaluation and Grading**
- Assignments: 50%
- Attendance: 20%
- Midterm: 10%
- Final: 20%

**NOTE:** Cell Phone use will affect your attendance grade. You will NOT be notified during class time of this.

**RUBRIC:**

<table>
<thead>
<tr>
<th>A to A-</th>
<th>B to B-</th>
<th>C to C-</th>
<th>D</th>
<th>E</th>
</tr>
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<tbody>
<tr>
<td>100 95 90%</td>
<td>89 85 80%</td>
<td>79 75 70%</td>
<td>69 65 60%</td>
<td>59% and below</td>
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<tr>
<td>Excellent Outstanding Exemplary</td>
<td>Above Average Very Good Acceptable</td>
<td>Average Good Not Yet Acceptable</td>
<td>Below Average Needs Improvement Barely Acceptable</td>
<td>Unsatisfactory Poor Unacceptable</td>
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</tbody>
</table>

**A to A-:** Planned carefully, made several sketches, and showed an awareness of the elements and principles of design; chose color scheme carefully, used space effectively.

**B to B-:** The work shows that the student applied the principles of design while using one or more elements effectively; showed an awareness of filling the space adequately.

**C to C-:** The student did the assignment adequately, yet it shows lack of planning and little evidence that an overall composition was planned.

**D:** The assignment was completed and turned in, but showed little evidence of any understanding of digital media; no evidence of planning.

**E:** The student did the minimum work or was never completed.

**Creativity/Originality**
A to A-: The student explored several choices before selecting one; generating many ideas; tried unusual combinations or changes on several ideas; made connections to previous knowledge; demonstrated understanding problem solving skills.

B to B-: The student tried a few ideas for selecting one; or based his or her work on someone else’s idea; made decisions after referring to one source; solve the problem in logical way.

C to C-: The student attempted to create a unique project, but it lacked originality.

D: The student fulfilled the assignment, but gave no evidence of trying anything unusual.

E: The student showed no evidence of original thought.

**Effort/Perseverance**

A to A-: The project was continued until it was complete as the student could make it; gave it effort far beyond that required; to pride in going well beyond the requirement.

B to B-: The student work hard and completed the project, but with effort it might have been outstanding.

C to C-: The student finished the project, but it could have been improved with more effort; adequate interpretation of the assignment, but lacking finish; chose an easy project and did it indifferently.

D: The project was completed with minimum effort.

E: The student did not finish the work adequately.

**Craftsmanship/Skill/Consistency**

A to A-: The assignment was beautiful and patiently done; it was as good as hard work could make it.

B to B-: With a little more effort, the work could have been outstanding; lacks the finishing touches.

C to C-: The student showed average craftsmanship; adequate, but not as good as it could have been, a bit careless.

D: The student showed below average craftsmanship, lack of pride in finished work.

E: The student showed poor craftsmanship; evidence of apathy or lack of understanding.

**Group Cooperation/Attitude**

A to A-: The student work toward group goals, effectively performed a variety of roles in group work, followed through on commitments, was sensitive to the feelings and knowledge level of others, willingly participated in necessary preparation or work for classroom.

B to B-: The student participated enthusiastically, followed through with commitments, performed more than adequately, assisted in preparation and clean-up.

C to C-: The student mostly allowed others in the group to make all the decisions, did his or her share of work adequately, assisted in preparation and cleanup when asked.

D: The student allowed others to do most of the work, did participate minimally, did the minimum amount.

E: The student was part of the group, but did almost nothing toward group goals, did a minimal amount of preparation and cleanup.

**Undergraduate DMET Outcomes**

**Creation Process:** apply a systematic approach to the creative process of multimedia design and
Design Production: use principles, aesthetics, and professional techniques to produce media at cutting edge standards

Social Communication: engage in social communication and networking that demonstrates ethical citizenship and cross-cultural awareness

Vision Formulation: develop a vision of media and technology design that promotes creativity, effective communication, and collaborative problem solving

Critical Thought: critically and professionally evaluate the impact and implications of the media they create and consume

Professional Contribution: perform and contribute professionally across a diverse range of employment levels in media and creative industries

Career Ready: enter the global market equipped to address evolving standards, techniques and formats of media

MATERIALS
You will need to purchase the following tools if you do not already own them. You are not required to carry all of the materials to class every day, but when asked to have them, please be responsible and make sure you are always prepared to work.

- Personal Storage Devices (USB Flash Drives and/or External Hard drive) to save your back-up files.

- Notebook. Note taking will be especially helpful during critiques.

- Sharpened pencils. Two pens.

NOTE: Do NOT use your USB device for other class projects. Only use it for our class assignments and tutorial submissions.

EVALUATION
- Regular class attendance is MANDATORY.
- Lectures, directions and critiques will NOT be repeated.
- Each student is expected to stay the full length of the class from beginning to end.

Do not skip class just because you did not finish the project. It is your responsibility to get missed information from a fellow student if you are absent or tardy.

One unexcused absence is permitted in this course. More than one absence will result in the lowering of your final grade. Four absences will be grounds for a failing grade regardless of the amount or quality of work completed. Attendance will be taken in the first 15 minutes of class. If you do not respond, you will be considered absent. It is your responsibility to come to class on time.

A project not ready at the beginning of class or handed in after a critique on the due date will be penalized by one letter grade for each class it is late. An absence is not an excuse for a late project. Limited lab access is NOT an excuse for a late project. PROJECTS MORE THAN 3 DAYS LATE WILL NOT BE ACCEPTED. PLAN AHEAD FOR LAB TIME.
ATTENDANCE POLICIES

Three tardies equal one absence. Excused absences include emergency room visits, hospitalization, car accidents, and a death in the family. If you are going to be late or will not be attending class and know ahead of time, ALWAYS email ahead and give me notice. I will still count you as tardy or absent, depending on whether it is a University Excused Absence or not, but if you let me know ahead of time I can inform you of your expected work.

Bring your sketchbook/notebook to class every week. Make sure you have any supplies and materials you may need with you every class.

Assignments are always due at the beginning of class. In critique, you will be asked to introduce your project in front of the class so that everyone may benefit from your experience. It is recommended that you participate actively during class discussions and critiques. Respect your classmates and their effort to meet course expectations. When the instructor is speaking, please show respect and refrain from talking. When classmates are sharing, please give them your undivided attention.

Class disturbances WILL NOT BE TOLERATED.
PLEASE MAKE SURE THAT YOUR CELLULAR PHONE IS TURNED OFF DURING CLASS.
NO TEXTING IS ALLOWED DURING THE COURSE

Sexual Harassment Compliance

East Stroudsburg University and its faculty are committed to assuring a safe and productive educational environment for all students. In order to meet this commitment and to comply with Title IX of the Education Amendments of 1972 and guidance from the Office for Civil Rights, the University requires faculty members to report incidents of sexual violence shared by students to the University’s Title IX Coordinator. The only exceptions to the faculty member’s reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, or as part of a University-approved research project. Faculty members are obligated to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the University protection of minors’ policy. Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence is set forth at:

Title IX: Sexual Harassment and Sexual Violence http://www4.esu.edu/titleix/

The following is cited from www.indiana.edu/~wit/plagiarism.html.

“What is Plagiarism and Why is it Important?
In college courses, we are continually engaged with other people’s ideas: we read them in texts, hear them in lecture, discuss them in class, and incorporate them into our own writing. As a result, it is very important that we give credit where it is due. Plagiarism is using others’ ideas and words without clearly acknowledging source of that information.

How Can Students Avoid plagiarism?
To avoid plagiarism, you must give credit whenever you use another person’s idea, opinion, or theory; any facts, statistics, photos, graphs, drawings–any pieces of information–that are not common knowledge; quotations of another person’s actual spoken or written words; or paraphrase of another person’s spoken or written words.”
Using someone else’s work as your own is plagiarism. If you are caught cheating, stealing, or plagiarizing, you will be brought before the university academic disciplinary action committee. You will fail the project and possibly fail the course. Further information on plagiarism can be found in the ESU Student Handbook.

**CLEANLINESS / LAB RULES**
Always thoroughly clean up your work area in the Rosenkrans Hall East:(DMET Lab) before you leave. You are responsible for knowing and following all computer lab rules both verbal and posted.

**CHANGE IN COURSE REQUIREMENTS**
Since not all classes progress at the same rate, the instructor may wish to modify the above requirements or their timing as circumstances dictate. For example, the instructor may wish to change the number and frequency of exams or the number and sequence of assignments; students will be given adequate notification.

**MISCELLANEOUS**
- Always talk to me concerning any issues related to projects. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.
- Do not use the computers, scanners or printers for other class projects or work on any other projects except ours during class time.
- Food and drink are prohibited in computer labs.

**Calendar**

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<thead>
<tr>
<th>Weekly Topics/Assignments</th>
<th>Lessons and Assignments</th>
<th>Weekly Project Due</th>
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<tr>
<td>Week 1</td>
<td>Intro, Semester Concepts, Understanding Multimedia Lecture and Quiz.</td>
<td>Friday</td>
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<td>Week 2</td>
<td>Visual Communication Lecture and Quiz</td>
<td>Friday</td>
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<td>Week 3</td>
<td>Composite Movie Ad Tutorial</td>
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<td>Week 4</td>
<td>Page Layout Lecture and Quiz Vintage Car Montage Tutorial</td>
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<td>Week 5</td>
<td>House Painting Tutorial</td>
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<td>Week 6</td>
<td>User Interface Design Lecture and Quiz Tutorial</td>
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<td>Week 7</td>
<td>Web Design Lecture and Quiz</td>
<td>Friday</td>
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<td>Week</td>
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<td>Week 8</td>
<td>Graphics Lecture and Quiz Campground Icons Tutorial</td>
<td>Friday</td>
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<td>Week 9</td>
<td>Text Lecture and Quiz Regatta Artwork Tutorial</td>
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<td>Week 10</td>
<td>Identity Package Tutorial</td>
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<td>Week 11</td>
<td>Video Production Lecture and Quiz</td>
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<td>Week 12</td>
<td>Time Based Editing Lecture and Quiz</td>
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<td>Week 13</td>
<td>Final Project Written Proposal Project Begins</td>
<td>Friday</td>
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<td>Week 14</td>
<td>Final Project Production</td>
<td>Friday</td>
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<td>Week 15</td>
<td>Final Presentation</td>
<td>Friday</td>
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