Course Title: Multimedia Mass Communication
M. W. 10:20 – 11:45 a.m. Meeman Mac Lab #202

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Office: Meeman #310   Office phone: 901-678-5148

Office hours: M.W.T.Th.: 1:00 to 2:00 pm; or by appointment

Department Policies for All students

EMAIL: You **must** have your UM email account activated. If you are using other Internet provider such as AOL, you are **required** to have your UM email forwarded to that account. Go to the http://iam.memphis.edu website to go through the process of forwarding of UM email. **You are required to check your email daily.** You are responsible for complying with any email message sent to you by your professor or the university.

CELLPHONE: You have to **turn off your cell phone during class sessions** when you are in classroom or in lab.

ATTENDANCE: Class attendance is mandatory in the Department of Journalism. You may be automatically assigned a failing grade for the semester, for nonattendance. You can not earn the full credit of attendance if you are absent without proof of legitimate documents. **No late work** will be accepted without prior arrangements acceptable to your professor. **Students may not be permitted to make up any missing work** unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). We are a professional program for journalists who are expected to understand, and comply with, deadlines. If you have problems making it to class on time due to work conflicts, discuss this with your employer to arrange an earlier departure, or consider taking another class. You should consider this class your "job" in the educational process, and be on time just as you would elsewhere.

CHEATING: In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers **making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating** punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

ONLINE SIRS: You are urged to complete the Student Instructional Rating System (SIRS) evaluation of this class before Study Day and Finals each semester at http://spectrum.memphis.edu. There is also a link to Spectrum on the main UM web page, in the lower left hand corner. When you log into Spectrum click on the gray "Courses" tab, it will only take a few minutes of your time. We take the evaluations very seriously, and use them to improve courses and instructional quality. **Your feedback is essential** and will be appreciated.

Course Specific Requirements

TEXT BOOKS:
1. *Photoshop CS2 for Dummies* by Peter Bauer (2005). Published by Wiley Publishing.
2. Adobe Acrobat 6 | H.O.T Hands-On-Training by Garrick Chow (2004). Published by Peachpit Press.

OBJECTIVES OF THE COURSE:
1. Upon completion of this course, students will be able to understand the basic principles of putting

together a multimedia project.

2. Students will be able to manage computer hardware and software to accomplish a multimedia project assignment.

3. Students will have a solid understanding of the importance of navigation and interactivity in the process of multimedia production.

4. Students will be able to critique, from a professional perspective, a multimedia product.

5. Students will be able to devise a multimedia project based on the clients' needs and demands.

6. Upon completion of this course, students will be able to research and design a project for a multimedia production.

7. Students will be able to create a storyboard outline of the proposed multimedia project.

8. Students will be able to design invidual slides for the multimedia project using different layout programs such as QuarkXpress, Adobe Indesign or Photoshop.

9. Students will be able to present the slides in CD using Adobe Acrobat and the presentation of the multimedia project should include audio files, video files, still images and a considerable amount of text.

10. Students will be able to do testing of the multimedia project to identify potential problems and trouble shoot problems at an early stage.

COURSE REQUIREMENTS:
1. Several blank CDs

2. One Jump Drive (also called Thumb Drive) (at least with 128 MB capacity, better with 512 MB capacity)

GRADING:
1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

3. Grade Distribution:

   o attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, but missing three or more without excuses will earn 0); Note: excused absences can be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Email explanation and telephone call don't count as excuses even though they are nice reminders for the professor.

   o quizzes, 10%

   o homework assignments, 10%

   o midterm, 20%

   o mini-projects, 20%

   o final project 30% (or: presentation 5%, proposal 10%, project 15%)

OTHER ISSUES:

   o All projects are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit; after two days of deadline, will not earn any credit.

   o The last day to drop a course with 100% refund is Aug. 27, 2006, with 75% refund is Sep. 10, 2006, with 25% refund is Sep. 23, 2006. If you drops on and after Sep. 11, 2006, you will receive grade

"W." The last day to drop a class is Oct. 20, 2006, you will get no refund and receive grade "W."

- o Graduate students who enrolled in the course must talk with the professor for the paper they have to write to complete the course.

JOUR4900/6900-001, Class Schedule for Fall Semester, 2006

Date	Topics	Details	Assignments
Week 1 Aug. 28 Aug. 30	Syllabus Multimedia: An Overview Read and write a 200 to 300 word summary on http://computer.howstuffworks.com/cd.htm	Rules and Attendance Policy Multimedia Overview	Turn in the 200 to 300 words summary Group Discussion: Define multimedia and suggest CD content
Week 2 Sep. 4 Sep. 6	Labor day Multimedia Elements: Text, Graphics, animation audio, video	Presentations on 1. Computer System 2. Multimedia elements	HW1. computer system HW2. Find a CD and review the CD
Week 3 Sep. 11 Sep. 13	Learning Audacity Read and write a 200 to 300 word summary on http://computer.howstuffworks.com/podcasting.htm	Presentation on Multimedia Element II: Audio element How to Edit Sound Track How to Record Sound	Audio Project I: Produce a 1 minute to 2 minute aiff file with some editing. Audio Project II: Produce 2 minute narration recorded with the background music on Turn in the summary on podcasting
Week 4 Sep. 18 Sep. 20	Multimedia Authoring Programs iMovie Tutorial Digital Video Format and Compression	Presentation on Multimedia Element III: Video element	Final Project Statement Due Review the multimedia CD again and then write a report on how the video is used in the CD Video Project I: Produce one video file using real video
Week 5 Sep. 25 Sep. 27	iMovie Tutorial CRAP Principles	Presentation on Multimedia Phases CRAP Principle Advocated by Robin Williams	Video Project II: Produce one video file using still images (due on Sep. 27)
Week 6 Oct. 2 Oct. 4	Delivery Software (Acrobat) Acrobat (Ch. 15) CRAP Principles Review this site and get exposed to multimedia design idea http://www.msnbc.msn.com/id/4999736/	CRAP Principle advocated by Robin Williams	Review the multimedia CD and report on how CRAP principle is applied (Due Oct. 4) Layout Project I : 5 pages (due Oct. 4 in class)
Week 7 Oct. 9 Oct. 11	Layout Pages using Photoshop, InDesign and Illustration Acrobat (Ch. 15) Midterm Exam	Practice Design Skills In-class written test (oct.11)	Layout Project II: another 5 pages (due Oct. 9 in class)
Week 8 Oct. 16 Oct. 18	Fall Break Day Acrobat (Chs. 1, 2, 3)	Linking Pages	Final Project Draft One (Due Oct. 18) Practice Project I: Link all the 10 pdf pages (due Oct. 18 in class)
Week 9 Oct. 23 Oct. 25	Acrobat (Ch. 4) Acrobat (Ch. 5)	Article Threads Bookmarks	Practice Project II: Create article thread and bookmarks for the 10 pdf pages (due Oct. 23, Oct. 25)
Week 10 Oct. 30 Nov. 1	Acrobat (Ch. 6) Acrobat (Ch. 7) Read and write a 200 to 300 word report (due Nov. 1) on http://electronics.howstuffworks.com/dvd.htm	Modifying PDFs Repurposing PDFs	Final Project Draft Two (Due Oct. 30) Practice Project III: renumber the pages (due Nov. 1 in class)
Week 11 Nov. 6 Nov. 8	Acrobat (Ch. 8) Acrobat (Ch. 9)	Reviewing and Commenting Forms	Practice Project IV: adding comments and form page to this project and start working on final project (due Nov. 8 in class)
Week 12	Acrobat (Ch. 12)	Creating Interactive Pages	Practice Project IV: Integrate

Nov. 13 Nov. 15			video and audio into the exercise project and start working on final project (due in class)
Week 13 Nov. 20 Nov. 22	Final Project	Work on Final Project	Final Project
Week 14 Nov. 27 Nov. 29	Final Project	Work on Final Project	Final Project
Week 15 Dec. 4	Project Presentation Week	12 Presentations	Collect CD Project & Finalized Project Proposal (due Dec. 4)

Notes: This outline of course schedule is rather rough and subject to change depending on class situation. The instructor reserves the right to make the adjustments and changes.