Palomar College – Graphic Communications
GCMW 203 – Web Multimedia
Six hours lecture/laboratory (4 units)

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Office Hours: MW 3-6PM (Occasional Wednesday IPC meetings 2:30-4).

Catalog Description

Open discussion of current technologies, social issues, and design theory directly related to multimedia for the Internet and World Wide Web. Experimental and practical application of multimedia in graphic user interface and user navigation design via assigned class projects. *May be taken 4 times.*

Student Learning Outcomes

Produce a web multimedia presentation incorporating text, graphics, video, audio, and animation. Produce web multimedia elements that solve a problem by communicating the desired message, and output the completed project in the appropriate format(s).

Prerequisite

GCMW 102 Web Page Layout

Recommended Prerequisite

GCIP 140 Digital Imaging/Photoshop I.

Requirement for the Following Certificates and/or Degrees

Digital Imaging: Cert., AA • Internet - Graphic Communications Emphasis: Cert., AA • Interactive Media Design (elective): Cert., AA • Internet Publisher: Cert.

Elective for the Following Certificates and/or Degrees

Interactive Media Design (emph. 3D Modeling and Animation) • Digital Video

Web Site

http://graphics.palomar.edu/mbealo
Follow the GCMW 203 link. The site contains the syllabus, a calendar detailing the content covered each week and due dates, along with grading requirements. Supplemental material may be found as well.

Required Reading

Multimedia: Making It Work, 8th Edition
by Tay Vaughan. ISBN: 0071748466

Required Writing

One or more of the following: web site proposal, storyboard layout and content of site, usability questionnaire and responses, media player team project, and streaming media report.

Software

Acrobat, Dreamweaver, Photoshop, Illustrator, Flash, FireWorks, GarageBand, iMovie, Compressor, Motion, QuickTime, web browser, text editor, and ???

Materials

The professor will provide instructions on how to gather and create images needed to complete projects. Instructor will also provide information on obtaining additional material that may be required.

Required Supplies

Firewire or thumb drives help out when it comes time to save. A big smile and a healthy dose of enthusiasm goes a long way as well.

Open Lab Access

Open lab hours are subject to change - check lab schedules for updates.

Course Objectives

You should be able to do the following by the end of the course:

1. Demonstrate understanding of current issues related to the Internet and world wide web.

2. Demonstrate understanding of graphical user interface design.

3. Identify and apply the user navigation theory.

4. Identify and apply basic tool skills used for Internet and world wide web multimedia development.

Specific Content Will Include

Outside Assignments

Students are expected to spend a minimum of three hours per unit per week in **class and on outside assignments**. Students are to read text, study lecture/lab notes, research and write required paper(s), and complete lab assignments. Keep notebook of all project storyboards, usability reports, and proofs.

POLICIES

1. Any student with a verified disability may be entitled to appropriate academic accommodations. Please contact Disabled Student Services for more information.

2. The GC Lab is available for your convenience in practicing and completing course assignments. Lab hours are posted.

3. Your classroom participation counts as part of your final grade. Because this course requires extensive hands-on application, attendance is imperative. If you choose to drop this class, it is your responsibility to do so, not the responsibility of the instructor. To drop the course use eServices otherwise, an F or FW will be recorded on your permanent record.

4. Students should be aware of Palomar's Student Rights and Responsibilities in the 2011-2012 Catalog. Please pay particular attention to the sections on Academic Integrity, Drugs and Alcohol Policy, Smoking Policy, Crime Awareness, Sexual Harassment Policy, Student Behavior Rules and Regulations, and the Student Conduct Code.

5. Meeting deadlines is critical. All projects must be properly completed and submitted by the assigned due date. If a project is turned in late, it is dropped a

minimum of one full letter grade per week.

Evaluation

Evaluation for this course will consist of a series of five projects and a final finished web site that demonstrates the abilities that the student learned in class. These projects include:

1. Graphics Compression: The student will develop a job aid that details the different characteristics and outcomes of using compression on graphics. This project consists of 6 images that are to be compressed: black text on a white background, a vertical blend (gradient), a horizontal blend, an organic landscape, a mechanical/man made object with hard edges, and an illustration or company logo with a few solid colors or very limited blends.

2. GIF Animation: The student will create an animated GIF using the tools and techniques demonstrated and discussed in class.

3. Flash/LiveMotion Animation: Students will create a series of animations using both Macromedia Flash's frame based interface and Adobe LiveMotion's time-line based interface. Differences, strengths, and weaknesses of the various tools will be discussed along with techniques and strategies to create quality work and ways the programs can be integrated with other applications.

4. Record/Edit/Compress ~ 30 sec. audio clip for the Web: Students will record the appropriate subject matter of their choice into the computer and edit the sound as is fitting. The final audio file will be compressed in a format and size suitable for posting on the web.

5. Multimedia Players: Students will be assigned groups in order to complete this project. The report consists of a 6-10 page paper which details the characteristics and features of one of the three main media players: QuickTime, Real, or Windows Media Player. The following questions are to be addressed:

strengths/advantages, weaknesses, which codec's are used and what are they for, the player's use of skins, at least 3 examples each of video and audio files on the web that use the player, a description of the technology, how much does it cost and what differences exist between the basic (free) version and the pro ($$) version, streaming methods and abilities, at least 3 major web sites that use the player, what are the software and hardware requirements, at least 3 reviews of the technology, and a list of links/references to all of the information cited. More details will be provided during the course.

6. Final Web Site: Students will assemble a web site that showcases the web multimedia technologies and techniques that they have learned in the class.

Projects will account for approximately 60% of your final grade, whereas classroom participation will account for 20%, and the final web site the remaining 20%. Each project is designed to demonstrate the student's understanding of how to create various multimedia for the web. Details will be given defining the parameters of each project. The grading scale for the course is as follows:

90-100% = A   80-90% = B   70-80% = C 60-70% = D < 60% = F

Important Dates
All outstanding fees must be paid within 10 days of registration to avoid being dropped from classes. If you need $$ for college, apply for a BOGW fee waiver. If students are not sure about their fee balances, they can check them through eServices at www.palomar.edu.

Last day to qualify for a refund for Fall Semester classes   Sunday, September 4
Last day to add or register for Fall Semester classes   Monday, September 5
Last day to drop with no notation on record   Wednesday, September 21
Last day to apply for Fall 2011 graduation   Friday, September 30
Last day to drop with a "W" on record   Saturday, October 15
Final Project Due   See Final Exam Schedule in Class Schedule or Check Class Calendar

Excerpts from Palomar's Educational Philosophy
from the 2000-2001 Catalog, p. 13
The educational philosophy of Palomar College is based upon belief in the value of the individual and belief in the individual's potential for intellectual, ethical, personal, and social growth. Only through growth in these areas can a citizen come to understand personal rights…

Excerpt From Teaching to Learning – A New Paradigm for Undergraduate Education
By Robert B. Barr and John Tagg
In the Learning Paradigm… a college's purpose is not to transfer knowledge but to create environments and experiences that bring students to discover and construct knowledge for themselves, to make students members of communities of learners that make discoveries and solve problems. The college aims, in fact, to create a series of ever more powerful learning environments…

Selected Excerpts from Student Code of Conduct
II. Standards of conduct. Here is a list of examples of conduct inappropriate and unacceptable for which students should expect to be held accountable.
  A. Students are expected to avoid any type of dishonesty, including, but not limited to cheating, plagiarism, forgery, fabrication or counterfeiting documents, furnishing false information to the College, alteration or misuse of college documents or records, duplication of assignments, or aiding another in an act of dishonesty. As noted in the Statement of Academic Integrity, honesty is of utmost importance in all endeavors related to the College. A detailed discussion of academic dishonesty and related consequences are addressed in Section II.
  I. Continued disruptive behavior, profanity or vulgarity, or defiance of the authority of, or abuse of College personnel.
  L. Misuse of District computers, telephone, or telecommunications devices.

Also refer to : http://www.palomar.edu/studentactivities/statement_on_academic_integrity.htm

Final Note
The instructor reserves the right to make any needed and appropriate adjustments to this syllabus.