

## Syllabus

### Course Info

7100 383-800

Semester: Fall 2010

Day and Time: Monday and Wednesday 5:20 pm - 8:00pm

Location: Folk Hall 127 A

Final Exam Time: Wednesday December 8th 5:20 pm

### Catalog Description

This course will introduce students to several multimedia production techniques. It shall mainly act to give students a firm grasp of understanding different digital publication opportunities. Students will learn how to interact with social media for networking and presentation purposes, prepare images, audio and video digitally for different media deliveries such as web, print and DVD's. It will introduce students to concepts of developing an online, print, video and interactive portfolio and how to easily update it.

### Course Description

The student will develop a basic online, print and interactive portfolio within suitable multimedia environments. Concepts of press ready art, portfolio photography, online image optimization and basic website delivery with the use of the Adobe Creative Suite will be taught alongside a video and interactive component. This knowledge will be sufficient for the generation of an online portfolio presence. Students will work with the zipspace server provided by The University of Akron and with several social media resources of their choice.

Students will apply their design skills to these different media and should become aware of the advantages, necessities and potential disadvantages of these different technologies. Students will also be made aware of future trends/directions in multimedia.

This is a 50% Lecture and 50% Lab Class. Students should expect equal time of lecture and open labs. During open labs (dates listed on the schedule) students are expected to come prepared with project materials to work on in class. Lectures could be comprised of lecture, presentations, discussions or critiques.

Students are required to spend a minimum of additional 5 hours per week on development of projects outside of class time.

### Course Objectives

- Individual professional networking via social media
- Introduction to the Adobe Creative Suite
- Basic Image Manipulation and basic layout within the Adobe Creative Suite
- Presenting online digital portfolios via several digital techniques such as pdf, reels, youtube and vimeo
- Preparing and delivering an online portfolio from digitally manipulated files via the use of imovie and the Adobe Creative Suite
- Pre press preparations for printing
- Basic Photography for digital portfolio
- Basic Videography for digital portfolio
- Introduction to web production
- Working with web production files in an online hosting environment
- Introduction to interactive multimedia
- Basic presentation planning

### Prerequisites:

- 1) Standard basic Mac and PC computing skills and the daily practice of such
- 2) Awareness of backup and data safety procedures

**Required Supply List**

- removable flash, jump drive or USB transfer drive, 2GB minimally recordable CD s or DVD s
- sketchbook, wirebound, 5x7 or 7x10 lined notebook or graph paper
- pencils, variety of soft/hard lead white eraser
- black markers, variety of weights
- plain white copier paper, ream

**Highly Suggested**

- digital still camera, 6mpxl minimally

**Required Reading**

- There are no required texts, a list of recommended texts and links will be on the Springboard site.

**Course Web Site - Springboard**

We will be using the Springboard web site accessible through [zipline.uakron.edu](http://zipline.uakron.edu) for distribution of course and project materials, grading, project submission and all other course communication and activities. Some files may be too large to transfer via Springboard, in this case they will be copied directly from external drives or disc. Projects too large to submit may also be submitted on disc.

**Online Resources**

- <http://www.lynda.com>
- Atomic Learning at <http://zipline.uakron.edu>
- Creative Suite Support Center at: <http://www.adobe.com/support/>

**Projects**

This class consists of 4 major projects and 2 presentations. Please view the project list.

There will be two major presentations during the semester. The midterm presentation will mainly reflect the student's print portfolio and the photography taken for this portfolio. The final project will accumulate all digital only media and will result in a final presentation that will have all covered media rolled into a single project. Precise requirements will be posted.

**Grading**

The final grade is based on the following:

Project 1:	100 pts
Project 2:	100 pts
Project 3:	100 pts
Project 4:	100 pts
Midterm:	250 pts
Final exam:	250 pts
Participation credit:	100 points
<b>TOTAL =</b>	<b>1000pts</b>

**Resubmissions**

Unless otherwise noted, project resubmissions will be accepted up through the final Instructional day of the semester. No late submissions will be accepted after this date.