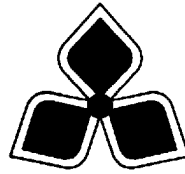


SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ON



COURSE OUTLINE

Course Title: Multimedia Development

Code No.: ADV232 Semester: THREE

Program: Advertising Arts

Author: MARCEL VANLANDEGHEM

Date: Sept 2003 Previous Outline Date: Sept 2002

Approved: \_\_\_\_\_  
Dean Date

Total Credits: 4 Prerequisite: ADV120 ADV121

Length of Course: 16 Weeks Total Credit Hours: 48

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*For additional information, please contact Colin Kirkwood, Dean*  
*School of Technology, Skilled Trades & Natural Resources*  
*(705) 759-2554, Ext. 688*

**I. COURSE DESCRIPTION :**

This course develops a practical ability in the design and implementation of various multimedia web presentations taking into account hardware, software, media creation and file format issues.

In addition, concepts relating to presentation design, computer hardware requirements, media capture, file formats, media storage and presentation hardware will be developed and used in the creation of interactive web sites.

**II LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of the course the student will demonstrate the ability to:

**1. Discuss the characteristics of multimedia systems.**

***Potential elements of the performance:***

- Understand the term “Multimedia”
- Discuss how multimedia is currently being used.
- Discuss hardware requirements and new technologies.
- Planing a multimedia web based application

This will constitute approximately 5 % of the course grade.

**2. Discuss file formats and compression techniques**

***Potential elements of the performance:***

- Understand various multimedia File Formats and Types
- Understand and create Multimedia Text
- Understand and create Hypertext, Hyper Pictures, Hyper Buttons
- Understand and create Video
- Understand and create Audio and Midi Sequencing
- Understand and create Waveform Audio Recording
- Understand and create images from digital camera/scanners
- Understand and Use animation techniques
- Understand and Use File Compression Techniques.

This will constitute approximately 5% of the course grade.

3. Understand and use basic to advanced HTML

***Potential elements of the performance:***

- Discuss the basic structure of a web page
- Discuss basic structure of a web based system
- Understand and use basic formatting techniques
- Using LISTS and ANCHORS
- Understand and use Frames
- Create and use Tables
- Understand and use Animation techniques
- Understand and use IMAGE MAPPING
- Create and use Forms
- Use Mailto
- Incorporate Java Script into web pages

This will constitute 30% of the course grade.

4. Understand and use Basic Flash Technologies

***Potential elements of the performance:***

- Understand basic Flash concepts
- Create Animation with Keyframes
- Understand and use various tweening methods
- Create Talking animation
- Create interactive Flash page
- Animate Color and text effects
- Incorporate Flash into web pages

This will constitute 30% of the course grade.

**5. *Creating web applications using GUI based software.***

***Potential elements of the performance:***

- Create and embed sound files
- Review Formats and compression
- Discuss Sample Rates and Resolution
- Create and embed Video
- Discuss Frame Rates and Compression
- Discuss Streaming Audio/Video
- Create an interactive multimedia web based application using Flash and GUI based applications.

This will constitute 30% of the course grade.

**III. TOPICS**

- 1. Characteristics of a Multimedia System**
- 2. File Formats and Compression Techniques**
- 3. Basic to Advanced HTML**
- 4. Basic Flash Technologies**
- 5. Creating Web Applications with GUI based software**

**IV. REQUIRED STUDENT RESOURCES**

**Macromedia Flash MX – Basic ISBN 0-619-07474-4**  
**Macromedia Flash MX – Advanced ISBN 0-619-07477-9**

**Internet resources**  
**Instructor Hand Outs**

**Multimedia Publishing**  
**COURSE NAME**

**ADV232**  
**COURSE CODE**

**V Evaluation Process/ Grading System.**

<b>TESTS</b>	<b>2 @ 20%</b>	<b>40%</b>
<b>Assignments</b>	<b>3 @ 10%</b>	<b>30%</b>
<b>Project</b>	<b>1 @ 30%</b>	<b>30%</b>
	<b>Total</b>	<b>100%</b>

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
F (Fail)	59% and below	0.00

<b>CR (Credit)</b>	<b>Credit for diploma requirements has been awarded.</b>
<b>S</b>	<b>Satisfactory achievement in field placement or non-graded subject areas.</b>
<b>U</b>	<b>Unsatisfactory achievement in field placement or non-graded subject areas.</b>
<b>X</b>	<b>A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies &amp; Procedures Manual – Deferred Grades and Make-up</i>).</b>
<b>NR</b>	<b>Grade not reported to Registrar's office.</b>
<b>W</b>	<b>Student has withdrawn from the course without academic penalty.</b>

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**VI. SPECIAL NOTES:**

**Special Needs:**

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493 so that support services can be arranged for you.

**Retention of course outlines:**

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

**Plagiarism:**

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

**Course outline amendments:**

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.