

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Multimedia Development

CODE NO. : ADV232 **SEMESTER:** 3

PROGRAM: Advertising Arts

AUTHOR: Marcel VanLandeghem

DATE: Aug. 2004 **PREVIOUS OUTLINE DATED:** Sept 2003

APPROVED:

DEAN

DATE

TOTAL CREDITS: 4

PREREQUISITE(S):

HOURS/WEEK: 3

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I. COURSE DESCRIPTION:

This course develops the ability to design and implement multimedia products and advanced web pages incorporating Flash, Dreamweaver, JavaScript, style sheets, scripting and other web technologies. The ability to create multimedia content including still images, video, animation and audio and incorporate them in web pages is also developed. 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 the presentations.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Discuss multimedia design issues

Potential Elements of the Performance:

- understand, discuss and perform the following design techniques, generate a design spec and create a multimedia presentation based the spec.
- brainstorming
- outlines
- storyboards
- scripts
- building, testing, debugging.

2. Identify, compare and evaluate hardware specifications

Potential Elements of the Performance:

- Multimedia PC specifications
- Digital Camera Technologies
- CDROM/DVD specification and formats
- Audio Formats and specifications
- Video capture hardware/software
- Audio capture hardware/software
- Scanner Technologies
- Mp3 Technologies

3. **Understand File Formats and Compression Techniques**

Potential Elements of the Performance:

- Video/Audio encoding techniques
- .wav (Microsoft WAVE files, RIFF)
- .ram Real Audio files
- real video, quick time, MPEG movies, MP3 audio
- jpeg, gif, png, tiff
- jpeg, mpeg, compression
- vector /raster image files
- active x plugins
- 3-D technologies

4. **Create Web Page Applications - FrontPage/Dreamweaver**

Potential Elements of the Performance:

- Create an advanced Web Page Application Project
- Incorporate Video/Audio/Images in a Web Page
- Using Style Sheets
- Using Image maps on a web page.
- Creating Tables
- Using Hover Buttons and Hyper Links
- Create and Use Frames
- Create and use bookmarks
- Using Banners and a Marquee
- Devlope and Use Forms
- Explore and use dynamic html effects
- Incorporate Java Script in a web page
- Adding Database Connections
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5. **Animate a Web Sites using Flash Technologies**

• Potential Elements of the Performance:

- Understand how Animation Works
- Components of the Flash Screen
- Learning to use the Drawing Tools
- Motion Tweening Techniques
- Shape/Text Tweening
- Working with Guided Layers

- Create Your First Animated Character
- Create mouth shapes to simulate speech
- Create and Use Animated Buttons
- Using Layers
- Import Audio/Video
- Using Action Script
- Create Animated Login Screens
- Using Drag and Drop Technologies
- Creating Forms with Flash
- Publishing a Flash Movie
- Incorporating Flash Movies in a Web Pages
- Advanced Flash Project Student Portfolio

III. TOPICS:

1. Discuss multimedia design issues
2. Identify, compare and evaluate hardware specifications
3. Understand File Formats and Compression Techniques
4. Create Web Page Applications FrontPage/Dreamweaver
5. Animate a Web Site using Flash Technologies

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

How to do Everything with FLASH MX 2004
0-07-222969-1 Osborne/McGraw-Hill

How to do everything with Dreamweaver MX 2004
0-07-223015-0 Osborne/McGraw-Hill

Instructor Handouts/Internet Resources
2 CD-R's

V. EVALUATION PROCESS/GRADING SYSTEM:

The mark for this course will be arrived at as follows:

1 Written Tests @ 15% each	15%
Lab Assignments	45%
Final Projects (2) @ 20	40%
Total	100%

At least 80% attendance required in the labs and lectures.

- Students must complete and pass both the test, assignment and project portion of the course in order to pass the entire course.
- All Assignments must be completed satisfactorily to complete the course.
- Late assignments will not be accepted.
- Makeup Tests are at the discretion of the instructor and will be assigned a maximum grade of 60%.

The following semester grades will be assigned to students:

Grade	Definition	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

UPGRADING OF INCOMPLETES:

When a student's course work is incomplete or final grade is below 50% There is the possibility of upgrading to a pass when the student meets all of the following criteria:

- 1 The student 's attendance has been satisfactory.
- 2 An overall average of at least 40% has been achieved by semester's end on tests and practical assignments.
- 3 The student has made reasonable efforts to participate in class and maintain the recommended schedule for assigned activities.

The nature of the upgrading requirements will be determined by the instructor and may involve re-testing and/or additional lab assignments.

ATTENDANCE:

Absenteeism will affect the student's ability to succeed in the course. Absences due to medical or other unavoidable circumstances should be discussed with the instructor. The instructor reserves the right to deduct 1% of the final mark for each class missed up to a maximum of 10%. Poor attendance will also affect the upgrading process if a student receives a mark below 50%.

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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 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.