

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Introduction to Multi-Media Communication

CODE NO. : MMW 102-04 **SEMESTER:** One

PROGRAM: Multi-Media Web Design

AUTHOR: Terry Hill

DATE: 00F **PREVIOUS OUTLINE DATED:** None

APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS: 4 credits

PREREQUISITE(S): Program admission requirements

Hours/ Week 3 hours class time per week

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For additional information, please contact
School of Engineering Technology and Trades
(705) 759-2554, Ext.485

Course Name

Code No.

I. COURSE DESCRIPTION:

This course introduces the student to the real world of the multi-media specialist by covering the fundamentals of interactive communication including issues of design, project roles and project management. It covers important concepts of interactivity in contrast to traditional media, the human computer interface (HCI), basic design principles and methodologies. Planning processes, development roles, design techniques, presentation elements, and information hierarchy. Students will put the concepts in practice using web and presentation tools in both team and individual exercises.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

- 1 demonstrate an understanding of the communication process as it applies to the multi-media industry
- 2 understand and apply project management skills in the production of multi-media presentations
- 3 understand and apply the knowledge of information hierarchy toward multi-media project development
- 4 demonstrate an ability to work in compliance with current Canadian copyright laws in professional presentations

1. demonstrate an understanding of the communication process as it applies to the multi-media industry

Potential Elements of the Performance:

-Demonstrate an ability to define the project parameters (audience, content, viewing conditions)

demonstrate an ability to use typography and graphics to communicate abstract concepts

- develop communication strategies to ensure audience understands and appreciates presented ideas
- demonstrate an ability to employ strategies to capture and hold audience attention in a multi-media environment

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2. understand and apply project management skills in the production of multi-media presentations

Potential Elements of the Performance:

- demonstrate an ability to define stages of project development
- demonstrate an ability to develop timelines for production
- demonstrate an ability to identify all project players
- demonstrate an ability to identify project production restrictions
- demonstrate an ability to identify and develop project budgets
- demonstrate an ability to implement project development based on defined production and schedule parameters

3. understand and apply the knowledge of information hierarchy toward multi-media project development

Potential Elements of the Performance:

- demonstrate an ability to divide groups of information into an information hierarchy
- demonstrate an ability use typographic and graphic techniques to separate groups of information
- demonstrate an ability to test how a reader accepts information in a hierarchical format and adjust presentation of hierarchy if required

4. demonstrate an ability to work in compliance with current Canadian copyright laws in professional presentations

Potential Elements of the Performance:

- read and recall aspects of current Canadian copyright laws
- demonstrate an ability to identify infringements of current laws regarding intellectual property issues
- demonstrate an ability to create presentations without infringing copyright laws

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Code No.**III. TOPICS:**

1. Intellectual property issues
2. Communications concepts
3. Project development
4. Project management
5. Information hierarchy
6. Presentation techniques

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

TBD – Joanne please research if you need texts or specific resources for this course and fill in this area

V. EVALUATION PROCESS/GRADING SYSTEM:**Assignments + 100% of final grade**

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course.

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%	2.40
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	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 & Procedures</i>)	

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NR *Manual – Deferred Grades and Make-up).*
Grade not reported to Registrar's office.
This is used to facilitate transcript
preparation when, for extenuating
circumstances, it has been impossible for
the faculty member to report grades.

Midterm grades:

Midterm grades are granted as “S” for Satisfactory progress and “U” for unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School’s Dean.

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, 717, or 491 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, as may be decided by the professor. 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.

Homework:

This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one hour homework be done each week.

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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.

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Deductions – Lates and Incompletes

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 5% deduction for each week that it is late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade.

Maximum grade for a late assignment is “C”

A late assignment which is not executed to a minimum C (satisfactory) level will be assigned an incomplete grade with additional penalties outlined below.

Incompletes

An incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory “C” grade level or in which the directions have not been followed correctly.

An incomplete assignment must be entirely re-done or corrected according to the instructor’s specific instructions and resubmitted within one week.

An incomplete assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for an incomplete assignment is “C”

Incomplete assignments not submitted within the one week

Timeframe will be subject to 5% late deductions for each week they are overdue.

Attendance:

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.

i.e. 4 classes missed = 10% deduction from final grade

5 classes missed = 20% deduction from final grade

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VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

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.