

## **MULTIMEDIA I ARTC 3307 COURSE SYLLABUS**

**CLASS HOURS:** Monday / Wednesday 2:00 PM – 4:45 PM, Room JCM 3107-F

**INSTRUCTOR:** David Shanks  
Phone: 512.245.8309  
Email: ds42@txstate.edu  
Office: JCM 3115

**OFFICE HOURS:** Monday / Wednesday 1 – 2pm  
Monday / Tuesday 5 – 6pm & 10 – 10:30pm  
(by appointment only)

### **COURSE DESCRIPTION:**

Introduces issues in web based interactive design, navigation flow, content, organization and management and an introduction to interactive animation. Prerequisite: Admission into the Communication Design Program.

### **COURSE OBJECTIVES:**

- To create, organize, manage and arrange complex graphic and text elements that will then be used to create appropriate, expressive and communicative interactive digital media compositions.
- Explore features of appropriate interface and navigation management software applications and be introduced to interactive animation software applications to create dynamic interactive media.
- Give the students an understanding of the possibilities and limitations of web based design.
- In addition, students will also gain experience in the art of making formal and informal presentations, participating in discussions and analyzing the work of their peers.

### **REQUIRED TEXTBOOKS & WEB SITES:**

- Lynch, Patrick J. and Horton, Sarah, *Web Style Guide: Basic Design Principles for Creating Web Sites, 2<sup>nd</sup> edition*. Yale University Press, New Haven, CT: 1999. <http://www.WebStyleGuide.com>
- Green, Garo, *Dreamweaver MX Hands on Training*. PeachPit Press, Berkley, CA: 2003.
- Curtis, Hillman, *MTIV: Process, Inspiration & Practice for the New Media Designer*. New Riders, Berkley, CA: 2002. <http://www.hillmancurtis.com>

### **REQUIRED SUPPLIES:**

- 256 MB memory stick or 120 GB external hard drive.
- CD-R blanks
- DVD-R blanks
- An active Tx State email and web account at Tx State or private ISP.
- Macintosh G4 or G5 computer, with at least 512M RAM, recommend a laptop – either a PowerBook or iBook – though a tower workstation or iMac will do.
- Applications (most current version): Adobe PhotoShop, Adobe Illustrator, Macromedia Dreamweaver, Macromedia Flash, ATM Deluxe or Suitcase and StuffIt Deluxe.

### **COURSE CONTENT AND METHODS:**

An exploration to user interfaces and navigation through lecture, demonstration, exercises, studio assignments and reading assignments.

- A. Interface design.
- B. Navigation flow and hierarchy.
- C. Graphic treatments and optimization.
- D. Appropriate software applications.

### **METHODS OF INSTRUCTION:**

This course is designed to introduce digital video issues as it relates to communication design through demonstration exercises, self-guided tutorials, group and individual studio problems and reading assignments.

- Lecture and class discussions
- Traditional and computer/digital demonstrations
- Exercises
- Individual assignments
- Studio assignments
- Class and individual critiques
- Assignments in creative problem solving
- Quizzes

### **EVALUATIONS:**

Grades in this course are based on the following criteria:

- I. Degree of student involvement - studio projects, class critiques, class discussion and outside reading.
- II. Attendance (see attendance policy below)
- III. Grade criteria for projects (see creative standards policy below)
  - A. Clarity of concept.\*\*
  - B. Design and layout.\*\*
  - C. Mastery of materials, techniques, tools and presentation (see Project deliverable packets policy below) \*\*
    - \* \* i. Project meets the basic requirements set forth in the project's creative brief = " C "
    - ii. AND has a strong concept/design OR a strong use of the technology = " B "
    - iii. AND has a strong concept/design AND a strong use of the technology = " A "
  - D. Meets deadlines and milestones. All deadline dates are listed on the attached Calendar so that you will know well in advance of specific due dates. It is your responsibility to see that you have delivered your assignment prior to or on the assigned date.\*\*\*

\*\*\*Each missed deadline or milestone will lower your final project grade by 5% or 1/2 letter grade.

IV. Exam grades and additional assignments.

### **GRADING BREAKOUT:**

Class Participation — 10 %  
Includes attendance and participation in class discussions.

Quizzes - 10%

Project One — 25%

Project Two — 45%

Final packet - 10%

**PROJECT FINAL PACKETS:**

Packet will consist of the following:

- 3 hole folder, labeled per the ComDes Student Handbook.
- plastic CD-ROM insert.
- page dividers.
- CD-ROM with all projects and source files, labeled with an appropriately designed CD label.
- COPIES of your creative processes, ie., word lists, concept statement, storyboard, thumbnails, research, etc. as per the ComDes Student Handbook.

**CLASS ATTENDANCE:**

MANDATORY for all classes. Roll will be taken every class via a sign-in sheet, it will be your responsibility to sign-in each class. Failure to sign-in will result in an absence for the class. You have **THREE** free absences that will not reflect on your grade\*. The **FOURTH** absence will result in a lowering of the final grade by one letter. The **FIFTH** absence will result in a lowering of the final grade by a second letter. The **SIXTH** absence will result in a lowering of the final grade by a third letter. The **SEVENTH** absence will result in an "F" for the final grade. *If you know ahead of time that you will be absent, late or need to leave class early, let me know. Sorry, jobs, work or other course work is not considered a reason for missing class.*

Leave class early without first clearing it with me will count as 1/2 absence.

You cannot pass any course in the Department of Art & Design with more than seven absences.

Missing a quiz without first excusing your absence with me will result in an "F" for the quiz. *Make-up quizzes will only be given for absences excused by me or a doctor.*

\* Failure to show yourself or your work for a critique at any stage will result in a lowering of your grade (see Evaluation policy III.E above). Failure to show yourself or your work at the final critique will result in an automatic grade of "F" for the project.

**SPECIAL NOTE:** *Except for very special circumstances, I WILL NOT give incompletes in this course.*

**R.O.E.:**

Reduction of Expenditure (ROE) receipts are due on **February 2**. ROE's are a fact of life in ComDes, so please pay them promptly as NO GRADE will be reported if your fee is not paid. **\$15.00 payable at JCK, remember to take a ROE form.**

**FINAL EXAM SCHEDULE:**

The assigned final exam time will not be used in this class, final presentation of your project will occur on the last scheduled day of class. I reserve the right to change the final presentation to the final exam day.

**OTHER ITEMS AND LEGAL STUFF:**

- Students with special needs – as documented by the Office of Disability Services – should identify themselves during the first weeks of class if you require accommodations.
- Please review your TxState student handbook on the University's Academic Honesty policy in regards to cheating as well as proper conduct in the classroom. Verbal abuse and offensive remarks will not be tolerated. Please be considerate of others in regards to race, nationality, religion and sexual orientation.
- Should you need help or guidance in coping with your studies or other situations,

please bring it to my attention. In most cases, I can be of assistance in referring you to the proper services provided on campus or call the Counseling Center's HELPLINE @ 245-2208.

- Cell phones should remain off during classes.
- Competition is extremely important with in the field of graphic design, it allows you to see your work in comparison with that of your peers and encourages you to strive to a high level of design and execution.
- This syllabus is subject to change. Changes will be made in writing.