“Tell me and I forget. Show me and I remember.
Involve me and I understand.”
—variously attributed

MUS_TECH 337-0:
Multimedia for the Web
Northwestern University—Spring, 2006
Wed & Fri 2:00 to 3:20 p.m., University Library B182
Dr. Scott D. Lipscomb, Associate Professor
Office Hours: by appointment or via email at anytime
Office: MAB 119
phone: 467-1682
lipscomb@northwestern.edu

COURSE SYLLABUS

Course description: Intermediate-to-advanced web design and site maintenance. Focus will be on multimedia design for distribution via the Internet. Content generation with graphical user interfaces and object-oriented scripting languages. Primary energy will be focused on developing multimedia for both local and internet distribution, using Microsoft PowerPoint, Apple QuickTime Pro, and Macromedia Flash. Macromedia Director will also be demonstrated for its advanced sound handling capabilities. Incorporation of source material including audio CD, MIDI, digital sound files, graphics, video, music notation, and graphic images will be addressed.

Incoming competency of students expected by instructor: Students are expected to have completed entry-level technology courses or to have equivalent experience. A basic understanding of image manipulation (scanning, Photoshop, etc.), MIDI sequencing, and sound editing (Sound Forge, SoundEdit, or ProTools) is a necessary prerequisite. Prerequisites: MUS_TECH 259, 262, 434, OR equivalent experience.

Statement of Course Objectives:

This course will provide each student an opportunity to …
✓ become familiar with some of the most common (and useful) multimedia authoring tools
✓ learn techniques for quickly transforming handouts and other instructional or informational materials from a variety of formats into interactive multimedia documents for viewing via the internet
✓ begin – or continue developing – educational materials, informational content, or demonstrations for dissemination via the internet
✓ develop selected topics and put them into practice, creating multimedia materials worthy of inclusion in a student portfolio in the area of your specific academic program
✓ discover how content and educational objectives can drive the use of multimedia, rather than the reverse (i.e., “technology for technology’s sake”)
✓ develop the fundamental abilities necessary to be a self-sufficient learner of new technology … a capability that will serve you well for many years to come!!

Required texts (3-book, reduced-price package available at Beck’s Bookstore):

Supplementary texts (optional resources that can be ordered from a local bookstore or online):
Additional Materials & Requirements:

- Students will need to purchase storage media suitable for saving multimedia projects; the instructor strongly recommends 512 MB (or greater) USB flash memory, rather than ZIP cartridges or CD-R/CD-RW discs for greater compatibility and ease of use.
- All students will be required to utilize Blackboard for submission of projects. To log on, point a web browser to http://courses.northwestern.edu, then provide your NU.net username & password. The Depot server can be utilized for storage (instruction & limitations to be provided in class).

Schedule of Assignments (subject to change)¹:

Mar 29  review syllabus & course requirements
         PowerPoint Handout
Mar 31  Dreamweaver Basics: intro, structured text, linking, images
         [D1, ch. 1-5]
        Web-ready documents
        PowerPoint intro
        QuickTime Handout
Apr  5  Dreamweaver Basics: backgrounds/colors, frames, tables
         [D1, ch. 6-8]
        QuickTime movie with chapters
Apr  7  forms, cascading style sheets
        D2, ch. 1-3
        FP: 3-page paper
Apr 12 JavaScript, animation & DHTML
        D2, ch. 4-5
Apr 14 exploring Flash & drawing objects
        F1, ch. 1-2
        Project 1
Apr 19 NO CLASS – Dr. L. has jury duty
        modifying objects & using layers
        F1, ch. 3-4
        FP: storyboard
Apr 21 symbols
        F1, ch. 5
        Project 2
Apr 26  symbols (continued)
Apr 28  ActionScript
        Project 3
        F1, ch. 6
May  3  animation
        F1, ch. 7
May  5  Project 4
May 10  text & images
        F2, ch. 1-2
May 12  sound
        F2, ch. 3
May 17  FP: expanded paper
        sound (continued)
May 19  Project 5
May 24  video
        F2, ch. 4
May 26  behaviors & workflow
        F2, ch. 5-6
        Project 6
May 31 & June 2 Final Presentations
May 31 & June 2 Final Project Submission Deadline

¹ Any changes in due dates or other alterations to the schedule above will be communicated to students using email. It is each student’s responsibility to ensure that the information contained in NU’s information system is updated and accurate. Using your NU.net username & password, you can edit this information online at: http://directory.northwestern.edu/.
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Grading:

- small assignments (50%); PPT intro, web ready docs, QuickTime movie, and the other weekly projects (see explanation below)
- Final Project (50%)

Course grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92.01 – 100</td>
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<tr>
<td>A-</td>
<td>90 – 92</td>
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<tr>
<td>B+</td>
<td>88 – 89.99</td>
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<tr>
<td>B</td>
<td>82.01 – 87.99</td>
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<td>B-</td>
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<td>C</td>
<td>70 – 72</td>
</tr>
<tr>
<td>C-</td>
<td>72 – 77.99</td>
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<tr>
<td>D</td>
<td>60 – 69.99</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60</td>
</tr>
</tbody>
</table>

Projects: The weekly projects, listed as “Project #x” in the Schedule of Assignments, will be selected by each student from the set of “Challenges” found at the end of every chapter in the course texts. Each “Project” will consist of one completed “challenge” chosen from any of the chapters covered during the time period between Project due dates. It is strongly recommended that students focus on Challenge items that will provide capabilities most likely to serve as steps toward completion of the Final Project … this will allow you to “kill two birds with one stone” each time you complete a weekly project. These weekly projects are to be submitted electronically to Blackboard in archived format (either ZIP or StuffIt) prior to class time on the due date stated in the “Schedule of Assignments” of this syllabus and every student will give a 2-3 minute demo of the completed Project in class.

Final Project: Detailed instructions & requirements for the Final Project can be found in the “Course Documents” section of the course Blackboard site.

Attendance: You are expected to be present in class. Though I will not take attendance daily, this should be valuable time that you actively utilize to further develop & enhance your technology skills. The class will be run in a “workshop” manner, rather than a series of lectures & demos, focusing as single-mindedly as possible on helping you learn how to do what you want to accomplish with technology, given the tools at our disposal … and there are many!!

Scholastic Dishonesty: the University expects every student to maintain a high standard of individual integrity for work done. Scholastic dishonesty is a serious offence which includes, but is not limited to, cheating on a test of other class work, plagiarism (the appropriation of another’s work and the unauthorized incorporation of that work in one’s own work), and collusion (the unauthorized collaboration with another person in preparing college work offered for credit). In cases of scholastic dishonesty, Dr. Lipscomb will initiate disciplinary proceedings against the student. Any student caught cheating on an exam or plagiarizing a project will receive a “0.” It’s not worth the risk—don’t do it!

Other recommended texts (if interested, you can order online or pick up at your favorite local bookstore):


Pagers & cell phones are disruptive to this class. ALWAYS turn them off when entering the classroom.