

"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
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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):

- [D2] Rickards, J. (2005). *Essentials for design: Macromedia Dreamweaver MX 2004*, level two. Upper Saddle River, NJ: Prentice-Hall.
- [F1] Ferguson, D.J. (2005). *Essentials for design: Macromedia Flash MX 2004*, level one. Upper Saddle River, NJ: Prentice-Hall.
- [F2] Ferguson, D.J. (2005). *Essentials for design: Macromedia Flash MX 2004*, level two. Upper Saddle River, NJ: Prentice-Hall.

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

- [D1] Rickards, J. (2005). *Essentials for design: Macromedia Dreamweaver MX 2004*, level one. Upper Saddle River, NJ: Prentice-Hall.
- Mook, C. (2003). *ActionScript for Flash MX: Pocket Reference*. Sebastopol, CA; O'Reilly & Associates, Inc.

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

92.01 – 100	= A	78 – 79.99	= C+
90 – 92	= A-	72.01 – 77.99	= C
88 – 89.99	= B+	70 – 72	= C-
82.01 – 87.99	= B	60–69.99	= D
80 – 82	= B-	< 60	= F

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 or 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):

Lengel, J.G. (2002). *The Web Wizard's Guide to Multimedia*. Boston, MA: Addison Wesley.

Apple (2002). *QuickTime for Windows and Macintosh*, 2nd edition. San Francisco: Morgan Kaufmann Publishers.

Stern, J. & Lettieri, R. (2003). *QuickTime for Macintosh & Windows: Visual QuickStart Guide*. Berkeley, CA: Peachpit Press.

Towers, J.T. (2005). *Macromedia Dreamweaver MX 2004 for Windows & Macintosh*. Berkeley, CA: Peachpit Press.

Ulrich, K. (2004). *Macromedia Flash MX 2004 for Windows & Macintosh: Visual QuickStart Guide*. Berkeley, CA: Peachpit Press.

Chun, R. & Garraffo, J. (2003). *Macromedia Flash MX 2004 Advanced for Windows & Macintosh: Visual QuickPro Guide*. Berkeley, CA: Peachpit Press.

Rosenzweig, G. (2003). *Macromedia Flash MX ActionScript for Fun & Games*. Que Publishing.

Moock, C. (2002). *ActionScript for Flash MX: The Definitive Guide*, 2nd ed. Cambridge, MA: O'Reilly & Associates, Inc.

Moock, C. (2004). *Essential ActionScript 2.0*. Cambridge, MA: O'Reilly & Associates, Inc.

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