

"The mind is a fire to be kindled, not a vessel to be filled."
— Plutarch

MuEd 5750 – Special Topics: Developing Multimedia for the Web

University of Minnesota—Fall, 2010
Wednesdays 4:30 to 7:00 p.m., Ferguson 259 (Computer Lab)

Dr. Scott D. Lipscomb, Associate Professor

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COURSE SYLLABUS

Course description: A two-tier approach to web design and site maintenance, both for the novice and for the intermediate-to-advanced developer. Focus will be on the design and creation of interactive multimedia instructional and/or informational content for distribution via the Internet. Content generation will involve use of the newest generation of 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, Dreamweaver, Flash, and other tools as deemed relevant. Incorporation of source material including images, music notation, MIDI, digital sound files, and video will be addressed.

Incoming competency of students expected by instructor: Students will find it advantageous to have completed an entry-level technology courses or to have equivalent experience ... but the basics of web design and multimedia will be presented to those who have not previously had this opportunity. A basic understanding of image manipulation (scanning, Photoshop, etc.), MIDI sequencing, and sound editing (Sound Forge, SoundEdit, or ProTools) will also be helpful. [see list of software with which students should be familiar is included following the Schedule of Assignments on p. 2.]

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 digital portfolio in the area of your specific area(s) of interest;
- ✓ discover how content and educational objectives can drive the use of multimedia, rather than the reverse (i.e., *not* “technology for technology’s sake”); and
- ✓ 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:

No required text, but a subscription to lynda.com (<http://www.lynda.com/>) is **required for the duration of the semester** (four months @ \$25/mo), including:

[PPT] Van West, J. (2006). *Effective Presentations* (PowerPoint)

[DW] Chow, G. (2007). *Dreamweaver CS3 Essential Training*.

[FL] Shupe, R. (2007). *Flash CS3 Professional Essential Training*.

Additional Materials & Requirements:

- ✓ Students will need to purchase storage media suitable for saving multimedia projects; the instructor strongly recommends 1 GB (or greater) USB flash memory.
- ✓ All students will be required to utilize Moodle for the submission of assignments. Point your web browser to the MyU portal (<https://www.myu.umn.edu>), then enter your X500 username & password. Once logged on, you will see a list of Moodle sites for courses in which you are enrolled, including this course.

Schedule of Assignments (subject to change):¹

Sept. 8	review syllabus & course requirements Using Help files (first stop) PPT – reference, as needed <i>PowerPoint Handout</i> "Save As Web Page" & PDFs	Nov. 3	DW 11. Rollovers (29:54) DW 12. XHTML (26:32) DW 14. Essential Behaviors (23:17) Project 5: CSS
Sept. 15	NO CLASS Dreamweaver Guided Tour DW Intro (1:12) DW 1. Getting Started (21:00) DW 2. The Interface (46:18) DW 4. Document Basics (38:39) Project 1: Web-ready documents & PowerPoint introduction <i>QuickTime Handout</i>	Nov. 10	DW 16. Templates & Library Items (34:16)
Sept. 22	CLASS BEGINS AT 5:30 p.m. DW 5. Linking (45:58) DW 7. Typography (42:54) Project 2: QuickTime movie with chapters + 10 favorite web sites	Nov. 17	ActionScript & Animation FL 15. Introduction to ActionScript (51:01) FL 11. Using Filters & Blend Modes (33:50) FL 16. Putting It All Together (24:36) FL 17. Conclusion (3:03) FP: Revised paper
Sept. 29	<i>Photoshop Basics</i> DW 8. Tables (43:19) DW 19. Inserting Media Objects (26:17) FP: 3-page paper	Nov. 24	NO CLASS (Thanksgiving)
Oct. 6	FL 1. Introduction (5:12) FL 2. Getting Started (23:10) FL 3. Drawing Essentials (34:24) FL 4. Color Essentials (16:03)	Dec. 1	Final Project Workshop Project 6: ActionScript
Oct. 13	FL 5. Symbol Essentials (57:40) FL 6. Timeline Essentials (38:31) Project 3: Animated Drawing	Dec. 8	FP: Oral Presentations
Oct. 20	NO CLASS FL 8. Image Essentials (33:47) FL 9. Animation Essentials (43:10) FL 10. Text Essentials (41:13) FL 13. Sound Essentials (25:06) Project 4: Flash w/media	Dec. 15	FP: Final Projects due <u>before 6:00 p.m.</u>
Oct. 27	DW 3. Site Control (24:59) DW 6. CSS Essentials (1:08:02) DW 9. Layout FP: Storyboard		Familiarity with the following software is assumed (can be readily acquired): <ul style="list-style-type: none">• word processing (Word, Pages)• spreadsheets (Excel, Numbers)• basic presentations (PowerPoint, Keynote)• digital audio editing (Audacity)• graphic editing (Photoshop, Fireworks)• music notation (Finale, Sibelius)• compression/archiving (WinZip, Ziplt, Stuffit)• web searching (Google)

¹ Course Schedule is subject to change as class needs and interests warrant. Any change will be communicated to all students enrolled via email.

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Grading:

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

Course grades will be assigned according to the following scale:

>= 92 = A	>= 78 AND <80 = C+
>= 90 AND < 92 = A-	>= 72 AND < 78 = C
>= 88 AND < 90 = B+	>= 70 AND < 72 = C-
>= 82 AND <88 = B	>= 60 AND < 70 = D
>= 80 AND <82 = B-	< 60 = F

Interim Projects: The “bi-weekly” projects, each listed as “Project x” in the Schedule of Assignments, will be based on accomplishing tasks that will facilitate acquisition of an important skill set and concurrently provide tangible progress toward completion of the Final Project. It is strongly recommended that students focus on these projects with the intended purpose in mind: to serve as steps toward completion of the Final Project ... this will allow you to “kill two birds with one stone” – with apologies for the graphic imagery of that metaphor – each time you complete a project. These interim projects are to be submitted electronically to Moodle in archived format (either ZIP or Stuffit; *50 MB maximum file size limit*) prior to class time on the due date stated in the “Schedule of Assignments” of this syllabus and every student will give a very brief (2-3 minute) demo of the completed Project at the beginning of class.

Final Project: Detailed instructions & requirements for the Final Project can be found in the “Course Documents” section of the course Moodle 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.
- Dean, D., Cowitt, A., Smith, J., & Smith, C. (2007). *Creative Suite 3 Web Premium for Dummies*. Hoboken, NJ: Wiley Publishing, Inc.
- Peters, K. (2007). *ActionScript 3.0 Animation: Making Things Move!* NY: Friends of Ed.
- 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.
- Morris, T., & Terra, E. (2006). *Podcasting for Dummies*. Hoboken, NJ: Wiley Publishing, Inc.

FOR ADVANCED STUDENTS:

- Moock, C. (2007). *Essential ActionScript 3.0*. Cambridge, MA: O’Reilly & Associates, Inc.
- Rosenzweig, G. (2007). *ActionScript 3.0 Game Programming University*. Que Publishing, Inc.

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