Graphic Communication 320: Introduction to Multimedia
Spring, 2017

Class Sessions: Monday, Wednesday, Friday 1:20-2:30 pm
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Office Hours: Tuesdays and Thursdays from 9:30am - 12:00pm

Course Information:
Welcome to GRC320 - Introduction to Multimedia(Fall 2016). This syllabus will guide you through the course’s projects, assignments, readings, presentations, and expectations.

Instructor Information:
Please note my e-mail and phone above. Use any and all means of contacting me throughout the semester if an emergency should occur. I understand that emergencies can and do happen. I do not, however, expect any individual to have a series of emergencies throughout the semester. I check my e-mail constantly and will respond in such a matter.

Prerequisite: GRC150

Textbooks/Readings:
College-level instruction is heavily dependent upon the use of print material. The following text books are required for this course and it is strongly recommended that you obtain each book as soon as possible.

HTML and CSS by John Duckett

Supplementary readings, in addition to the bibliographic information above, are also required and will be disseminated throughout the semester.

Materials:
A saving device(USB flash drive). You should have something that allows you to save your work. Be sure to back up your work consistently throughout the semester. DO NOT rely on emailing your class work to yourself.

Course Description/Objectives:
Introduction to Multimedia introduces Graphic Communication students to the tools and applications used to create basic web sites and content for web sites. Students will learn to create sites and content using Adobe’s Dreamweaver and Photoshop. The course will also explore the construction and use of animation and interactive projects for a variety of delivery vehicles including Web, computer, and DVD.

Introduction to Multimedia will examine:
- The field of visual communication
- Computer applications used to convey information
- Effective design elements of communication including Web, computer and DVD
- Implementation and use of Flash files with other software applications

By course end, students will have grasped a significant understanding of the elements, tools, and direction of web design and web content. This will be achieved through readings, in-class projects, presentations, assignments, and class discussions. Students will have the confidence in creating designs, referencing data, and utilizing their newfound skill set to create effective visual communication projects.
**Course Calendar/Schedule:**
This class calendar/schedule is tentative and subject to change depending on the progress of the class. I expect students to meet deadlines and to plan their work. This course calendar/schedule should be referenced to assist you in accomplishing course objectives and goals.

Part of being a good user and consumer is understanding how technology works, why we use it the way we do, and what that barrage of acronyms and PR jargon means. We’re here to help you make sense of it all, and to give you a better appreciation of how those transistors, pixels, and antennas work together to deliver the conveniences of the modern world to your living room or office.

**NO USE OF OTHER TEMPLATES, BLOGS, ETC. - BUILD YOUR OWN**

Week 1b (January 25 - Wednesday)
Introduction

Week 1c (January 27 - Friday)
Presentation: HTML, Dreamweaver

Week 2a (January 30 - Monday)
Presentation: Box Layout, CSS and HTML
Read: Chapters 1(Structure) and 2(Text)

Week 2b (February 1 - Wednesday)
Presentation: Review box layout, CSS and HTML. Discuss Color. Perfection.
Read: Chapters 10, 11 and 12
Discussion: Chapters 1 and 2

Week 2c (February 3 - Friday)
Presentation: HTML5 Layout
Read: Chapters 3(Lists) and 4(Links)
Discussion: Chapters 10, 11 and 12

Week 3a (February 6 - Monday)
Quiz #1 Based on Chapters 1, 2, 10, 11 and 12, Build
Read: Chapters 13, 14 and 15
Discussion: Chapters 3 and 4

Week 3b (February 8 - Wednesday)
Presentation: Working with Text, Links, Navigation, optimizing images
Assignment: Assignment #1 - CSS Web Pages INTRO (black and white)
Read: Chapter 5
Discussion: Chapters 13, 14 and 15

Week 3c (February 10 - Friday)
Presentation: Review Lists
Read: Chapter 16
Work In-class
Week 4a (February 13 - Monday)
  Work In-class

Week 4b (February 15 - Wednesday)
  Quiz #2  Based on Chapters 3, 4, 5, 13, 14, 15 and 16, Build
  Project #1:  Web Design NOVICE_Gourmet Market
  DUE:  Assignment #1 - CSS Web Pages INTRO (at the beginning of class)
  Work In-class

Week 4c (February 17 - Friday)
  Presentation:  Axure Wireframing and Prototyping, Web Project Processes (Hand-out)
  Work In-class

Week 5a (February 20 - Monday)
  Work In-class: Project Process
  Read:  Chapters 8 and 9

Week 5b (February 22 - Wednesday)
  Work In-class

Week 5c (February 24 - Friday)
  Assignment:  Assignment #2 - Banner Ads
  Presentation:  Video and animation (Gif, H.264, Adobe Animate CC, Photoshop)
  Work In-class

Week 6a (February 27 - Monday)
  Work In-class

Week 6b (March 1 - Wednesday)
  Work In-class

Week 6c (March 3 - Friday)
  Quiz #3

Week 7a (March 6 - Monday)
  Assignment:  Assignment #3 - GourmetAnimate
  DUE:  Assignment #2 - Banner Ads
  Work In-class

Week 7b (March 8 - Wednesday)
  TEST #1:  Test #1-Multiple choice and build
  Work In-class

Week 7c (March 10 - Friday)
  Work In-class

SPRING BREAK March 11 - 19
Week 8a (March 20 - Monday)
  Work In-class

Week 8b (March 22 - Wednesday)
  DUE:  Assignment #3: GourmetAnimate
  DUE:  Project #1 - CSS Web design NOVICE (at the end of class)
  Work In-class

Week 8c (March 24 - Friday)
  Presentation:  Responsive Design, Animate CC
  Project 2:  Project #2 - CSS Web INTERMEDIATE_Travel Agency
  Work In-class

Week 9a (March 27 - Monday)
  Presentation:  Responsive Design
  Work In-class

Week 9b (March 29 - Wednesday)
  Work In-class

Week 9c (March 31 - Friday)
  Work In-class

Week 10a (April 3 - Monday)
  Work In-class

Week 10b (April 5 - Wednesday)
  Work In-class

Week 10c (April 7 - Friday)
  Work In-class

Week 11a (April 10 - Monday)
  Work In-class

Week 11b (April 12 - Wednesday)
  DUE:  Project #2 - CSS Web INTERMEDIATE/Responsive
  Project 3:  Project #3 - Portfolio
  Work In-class

Week 11c (April 14 - Friday)
  GOOD FRIDAY - NO CLASSES

Week 12a (April 17 - Monday)
  Work in-class
Week 12b (April 19 - Wednesday)
Work in-class

Week 12c (April 21 - Friday)
Work in-class

Week 13a (April 24 - Monday)
Work in-class

Week 13b (April 26 - Wednesday)
Work in-class

Week 13c (April 28 - Friday)
TEST #2: Test #2-Multiple choice and build

Week 14a (May 1 - Monday)
Work In-class

Week 14b (May 3 - Wednesday)
Work In-class

Final: Tuesday, May 9 at 11am
DUE: Project #3 - Portfolio - Student Presentations

As mentioned above, this is a tentative calendar/schedule base on the progress of the class. Also, class speakers, movies, or other presentations may be included at a later date.

Grading:
Your grade will be based on 690 points throughout the semester:

3 projects x 100 points each = 300 points (Market, Travel Agency, Portfolio)
2 tests x 75 points each = 150 points
3 quizzes x 30 points each = 90 points
3 assignments x 50 points each = 150 points (CSS Fusion, banner ads and Animation)
Total Points = 690 points

Projected cut-off points for A’s, A/B’s, B’s, B/C’s, C’s, and D’s are 93%, 88%, 83%, 78%, 70%, and 60% respectively. At the end of the semester, these cut-off points may be adjusted in order to reflect your overall performance and participation in the class. Thus, the actual cut-off points for each grade will not be know with certainty until after the semester is over.
COURSE POLICIES

Attendance:
Your attendance is strongly urged for each class. If you miss class, you will miss out on information that may appear on tests, etc. Please be on time. We cover an extensive amount of information during class that one’s lateness will disrupt class processes. Keep in mind that you will lose points if you do not attend.

Class Participation:
Class participation is part of determining your final grade at the end of the semester. Do your readings so that you can participate in the discussions. Do not use social media during class nor gaming.

Missed Exams or Assignments:
No tests will be given late or early. Your assignments will be lowered by 10 points if they are turned in late or are incomplete on the due date.

Academic Integrity:
Part of the value of a degree from Carroll University lies in the standards of academic honesty and integrity maintained by the campus. Our institutional value system, as described in the Carroll University Compact, emphasizes that students have an obligation to conduct their academic work with honesty and integrity in accordance with Carroll University standards. All acts of academic misconduct are serious and in fact subvert the very nature of the academic process. Given the central role of academic integrity to all academic pursuits, an institutional committee will review every incident of alleged academic misconduct. Should they be accused of misconduct, students will be subject to fair application of the Policies and Procedures on Student Academic Integrity. The Carroll University Academic Integrity Policy is located in your student handbook (http://my.carrollu.edu/CS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

Disability Accommodations:
“Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.”

Scheduling Policy:
The instructor and the University reserve the right to modify, amend, or change the syllabus (schedule, course requirements, grading policy, etc.) as the curriculum and/or program require(s).