

# COMM324

The University of Tennessee at Martin • Department of Communications • Spring 2008  
**Introduction to Interactive Multimedia**

Class time: TR 8-9:15 a.m.

Instructor: Tracy Rutledge

Office: Gooch 307A

Phone: 881-7554

E-mail: trutledge@jssc.edu

Office hours:

MWF 1-2 p.m.

TR 9:30 a.m.-noon

Other times by appointment

## Required Text and Materials

The following resources will be used in this course:

- *Visual QuickProject: Creating a Web Site with Flash CS3 Professional* by David Morris (ISBN 0-321-50300-7)
- Access to Webdav account, Blackboard, and UTM iTunesU (for optional tutorials)
- Adobe Acrobat Reader 8 (free download at [www.adobe.com](http://www.adobe.com)), Latest Flash Player and Quicktime Player
- USB drive (can save files to My Documents on network)
- 3-ring binder

## Catalog Description

A merger of personal computer and audio-video production techniques to create interactive multimedia products. Use of computer authoring applications and other resources to create interactive multimedia products for education, entertainment, corporate communications, Internet commerce and other forms of marketing communication.

## Course Objectives

Upon successful completion of this course, students should be able to:

- Introduce the concepts of multimedia.

- Understand and implement the multimedia product planning process.
- Create a multimedia product interface.
- Understand the uses of imagery, audio, video and animations in a multimedia presentation.
- Create graphics, audio and video file sets for use in a multimedia presentation.
- Create simple and effective multimedia applications.

## Course rules

- Be on time.
- Be focused on class. Do not check e-mail. Do not chat or IM. Do not work on coursework for other classes.
- Be prepared. Complete assigned reading and tutorials before coming to class.
- Do your own work. Plagiarism occurs when you take credit for ideas and work that is not your own. There are many free resources on the web. Read all licensing and user agreements carefully and give credit where requested. **DO NOT USE COPY-RIGHTED MATERIAL OF ANY KIND UNLESS YOU ARE GRANTED THE RIGHT TO USE IT.** Consequences for plagiarism range from a zero on the assignment to failure of the course depending on the severity of the incident.
- Be respectful.

## Attendance policy

---

Class attendance is important. Much of the course is spent in laboratory time. This is your opportunity to work on projects, get help where needed, and prove that you have mastered the skills discussed in the course material. Roll will be taken by a sign-in sheet. There are no excused or unexcused absences. Exceptions to the following attendance policy will only be made under credibly-documented extenuating circumstances.

<b>4 absences</b>	<b>lose one letter grade</b>
<b>6 absences</b>	<b>lose two letter grades</b>
<b>8 absences</b>	<b>lose three letter grades</b>

You will be counted absent if you are more than 15 minutes late.

## Required assignments

---

**Quizzes:** There will be two quizzes over the assigned readings and tutorial material. No makeup exams or quizzes will be given without prior approval or credibly documented excuse.

**Lab assignments:** Each unit will contain one or more lab assignments that must be completed during the designated lab days. These assignments allow you to practice and apply the skills discussed during the lecture and in the reading material. Attendance is required for lab days.

**Case Study:** You will select one multimedia application (website, DVD, CD, etc.) to analyze and critique.

**Multimedia projects:** You will be required to complete three major projects for the course (details to come). The projects approach interactive multimedia design from different perspectives. Grades are based on technical execution and creativity.

- Multimedia website using CSS
- Kiosk application
- Interactive portfolio

## Grading policy

---

Each assignment will be worth up to 10 points. Points will be assigned using the following guidelines.

<b>Points</b>	<b>Technical Execution</b>	<b>Creative Execution</b>
<b>9-10</b>	Demonstrates complete mastery of the concepts, software, and technology; exceeds minimum assignment requirements; all elements of application functions flawlessly; no more than 2 errors that result from poor coding or file creation; file conforms to current guidelines; media components are of outstanding quality	Approach to project demonstrates a high level of audience adaptation; application demonstrates high level of creativity; media components (images, graphics, audio, video, text) are highly effective and significantly enhance the user experience; text is clear, concise, correct, and effective
<b>8</b>	Demonstrates above average mastery of the concepts, software, and technology; meets minimum assignment requirements with above average quality; application has no more than 4 minor glitches or minor errors that result from poor coding or file creation; file conforms to current guidelines; media components are of above average quality	Approach to project demonstrates an above average understanding of target audience; application demonstrates above average level of creativity; media components (images, graphics, audio, video, text) are interesting and do not detract from overall experience; text is clear, has few grammatical mistakes, and is effective
<b>7</b>	Demonstrates average mastery of the concepts, software, and technology; meets minimum assignment requirements with average quality; application has no more than 5 minor glitches and minor errors that result from poor coding or file creation; file conforms to current guidelines; media components are average quality	Approach to project demonstrates some understanding of the target audience; application demonstrates an average level of creativity; media components (images, graphics, audio, video, text) are average and do not detract from overall experience; text is a little vague, has several grammatical mistakes
<b>6</b>	Demonstrates gaps in mastery of the concepts, software, and technology; meets minimum assignment requirements; application has several major errors; one or more elements of application does not function properly or conform to current guidelines; media components are poor quality	Approach to project does not target audience; application demonstrates a below average level of creativity; media components (images, graphics, audio, video, text) are poorly produced and detract/fail to enhance project; text is poorly written, has many mistakes, is not effective
<b>2-5</b>	Demonstrates lack of understanding and mastery of concepts, software, and technology; fails to meet minimum requirements; has several serious errors, application does not function	Approach to project show no originality or creativity; media components are very poor quality; text is substandard
<b>0</b>	Did not complete the assignment; contained plagiarized content; contained very serious errors	

Grades fall into one of four categories. Each category will be weighted as follows:

Major projects	70%
Lab assignments	20%
Case study	5%
Quizzes	5%

Your grades will be posted on Blackboard. Final grades will be calculated as follows:

A= 90-100%
B=80-89%
C=70-79%
D=60-69%
F=59% or less

## Late assignments/Make-up policy

Your work is considered late if it is submitted after class is dismissed on the date due. The following penalties will be assessed for homework, case studies, and lab assignments:

5% of total points deducted if submitted by 3 p.m. the day work is due.

10% of total points deducted for each day work is late

The following penalties will be assessed for major multimedia projects:

10% of the total points deducted if submitted by 3 p.m. the day work is due

20% of the total points deducted for each day work is late

No makeup exams or quizzes will be given without prior approval or credibly documented excuse.

## Course Material

You will notice that I have not required you to purchase a “textbook.” We will be using a variety of resources this semester. The course schedule indicates the reading material and tutorial assignments that need to be completed before you come to class. We are covering a lot of ground in a small amount of time. You are going to find yourself very lost very quickly if you do not keep up with the material.

All PDF documents and links to tutorial websites are located on Blackboard. There are short Toolbox Tutorials that can also be accessed through the private section of UTM’s iTunesU.

In addition to the required materials, I am providing you with additional resources that you may access. These resources tackle more advanced techniques. Essentially, what you get out of this class depends on the amount of time you are willing to spend outside of class.

## Classroom Misconduct

Disruptive behavior will not be tolerated in the classroom. This includes, but is not limited to, offensive language, harassment, repeated outbursts, the continued use of any electronic device (e.g., beepers, cell phones, PDAs, laptops, games).

Please note: I do consider checking e-mail, surfing the web (other than for class activities), text messaging, etc. during class time to be disruptive behavior.

You will be asked to leave the classroom immediately on the first offense and will be counted absent. After the first offense, you will be asked to leave the classroom immediately and will not be allowed to return without first meeting with the instructor. After the second offense, students will be reported for appropriate disciplinary actions.

If you have a disability and require special accommodations, it is your responsibility to provide the appropriate documentation by the end of the third class meeting.

*Your instructor reserves the right to make adjustments to the syllabus and course schedule as necessary and will provide written notice when necessary. By continuing enrollment in this course upon receipt of this syllabus, you are agreeing to abide by its policies.*