

**BOWIE STATE UNIVERSITY  
SCHOOL OF ARTS & SCIENCES  
DEPARTMENT OF FINE & PERFORMING ARTS**

**ART 450 MULTIMEDIA WORKSHOP: WEB DESIGN & DIGITAL MEDIA**

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ART 450 (2676)  
3 credits Section 001  
TUES & THURS 12-1:50 PM  
MLK CAC RM 103  
FALL 2008

**Office Hours:** MON - 11:00-12:00 AM & 1:30-5:00 PM; WED - 11:30-1 PM  
& 2-5:00 PM & by appointment

**Sites:**

<http://www.soulsuite.com/compgraphbsu.html>  
<http://www.bowiestate.edu/community/CGraphics.asp>

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**Course Description**

This course is designed to give the student an opportunity to explore the creative possibilities in multimedia; including interactive, web design and presentation graphics media. This class will explore the various ways to incorporate digital technology with traditional media into visual communication and the visual experience. The course will mainly cover an introduction to web & interface design and basics, as well as advanced digital imaging techniques. *Note: This course is a requirement for DFPA/VCDMA majors and minors.*

**Prerequisites:** Junior Standing. ART MAJORS: ART 340 & 350 or 360;  
MUSC: MUSC 410; NON-ART MAJORS: ART 340.

**Course Goals**

1. To introduce methods for creating multimedia primarily for the web.
2. To focus on working between various media both traditional and digital.
3. Understand and create examples of visual communication web design and multimedia using a variety of digital applications.
4. To produce successful digital presentations and effective websites.

**Course Objectives:** *Upon successful completion of this course, students will be able to:*

- Successfully incorporate the elements and principles of design
- Use and understand a variety of image and multimedia file formats.
- Create interactive experiences and use basic Actionscript, HTML
- Produce high quality CD-ROMS, DVD's, and other examples of multimedia
- Appropriately use vocabulary of web, multimedia terms and techniques.
- Develop creative briefs, and conceptual design for multimedia, and web design
- Have full command of a variety of software packages in performance of these class exercises and develop creative and effective problem-solving skills.
- Assemble an entry-level portfolio of short multimedia projects and lessons/exercises and websites
- Apply file management and data storage options including import, export and web publishing considerations.

### **Required Texts**

*Multimedia for the Web: Creating Digital Excitement—Revealed, by James Shuman & Calleen Coorough, Thompson/Course Technology, 1-4188-3953-1*

*The Web Collection Revealed, Macromedia Dreamweaver 8, Flash 8, and Fireworks 8, by Sherry Bishop, Jim Shuman and Barbara Waxer, Thompson/Course Technology, 1-4188-4307-5*

*HTML 4 for the World Wide Web, Fourth Edition: Visual QuickStart Guide, 4/e, by Elizabeth Castro, Peachpit Press, ISBN: 0-201-35493-4*

### **Recommended Texts**

**\*\* (Highly recommended) \*\*** *Designing a Digital Portfolio (Voices That Matter) by Cynthia L. Baron, New Riders Press, ISBN: 0735713944 OR The Graphic Designer's Guide to Portfolio Design, by Debbie Rose Myers, Wiley Publishers, ISBN: 0471569259*

*Macromedia Web Pack, Flash MX, Dreamweaver MX, and Fireworks MX. By Sherry Bishop, Jim Shuman, and Barbara Waxer; Course Publishing/Course Technology, ISBN: 159200-053-3.*

*Advertising by Design, by Robin Landa, published by John Wiley & Sons, Inc., ISBN: 04714298973*

*The Elements of Graphic Design: Space, Unity, Page Architecture, and Type, Allworth Press; 1st edition, ISBN: 1581152507*

*Photoshop CS for Windows and Macintosh: Visual QuickStart Guide, By Elaine Weinmann, Peter Lourekas, Peachpit Press; ISBN: 032121353X.*

*The Adobe Illustrator CS Wow! Book Publisher: Peachpit Press, Bound w/CDROM; ISBN: 0321168925*

*Graphic Design Solutions, Second Edition, by Robin Landa, published by OnWord Press/Thompson Learning, ISBN: 0766813606*

*Design Basics Index (Index Series), by Jim Krause, How Design Books, ISBN: 1581805012.*

*The Complete Index, by Jim Krause, F & W Publications, ISBN: 1581805519*  
*Multimedia: Making it Work, Sixth Edition (6) by Tay Vaughan; McGraw-Hill Osborne Media, ISBN: 0072230002.*

*Visual Quickstart Guide for iMovie 2 for Macintosh, by Jeff Carlson, Peachpit Press, ISBN 0201787881 (OR) Visual Quickstart Guide for iMovie HD and iDVD 5 for Mac OS X: Visual QuickStart Guide, By Jeff Carlson, Peachpit Press, ISBN: 0321335422*

These may not be available at the bookstore as of yet, but you should be able to get from Border's Books or online at their website usually the same as [www.amazon.com](http://www.amazon.com). You may also visit [www.half.com](http://www.half.com).

### **Instructional Methods**

A variety of tutorials, exercises and projects will be provided using several software applications. Current information pertaining to visual communication and multimedia will be included in an effort to remain abreast of trends and technology. Case studies and examples from a variety of related industries will be provided. The methods listed are to fulfill the objectives of the course. Students will engage in the research and practice of web & multimedia design, digital imaging, art & production techniques; assignments that demonstrate success in application of visual communication techniques, creative experimentation and problem solving. Students will learn by participating in a wide range of activities, including those listed below:

1. **Portfolio**: Based on a series of design projects, lessons, exercises and a final multimedia/web project. Compilation of all projects into professional presentation such as a CD-R, DVD-R and website.
2. **Journal/Written Assignments**: Copying, taking notes; writing sketches for brainstorming, research, etc; as well as portfolio reviews and design related events inside and outside of class.

3. **Tutorials:** Practical usage of software/hardware and techniques related to advanced visual communication.

4. **Web Design/Multimedia Exercises:** Designing and creating artwork to solve a designated problem.

5. **Critiques:** Typed critiques of projects, and class trips to see view or Research art, design, multimedia and visual communication.

6. **Class Participation & Collaboration:** Collaborating with classmates to produce projects and for participate in the production process.

### **Grading Factors**

\* \* Projects = 15%

\* \* Active Learning Activities/Lessons = 10 %

Critiques= 5% (written)

Participation/Studio/Journal = 5%

Events (5); Art show, exhibition or other activity as approved) = 5%

Attendance = 5%

Midterm Exam = 10%

Other Practical Tests/Quizzes = 5%

Final Exam/Critique = 10%

\* \* Final Project = 20%

\* \* Final Portfolio (CD-ROM or DVD ROM)= 5%

\* \* Submission to Student Art Show/Exhibition (TBA) = 5%

\*\*Must be submitted in various file formats, and on DVD or CD-ROM.

Students are required to submit artwork to BSU Gallery of Art, Juried Student Art show, Student Art/Design Competition or other approved art, visual communication competition, contest and/or website. By specified deadlines and/or the end of semester (SEE PROF. FOR DETAILS).

### **Grading of tutorials, creative projects:**

A= Excellent, scores of 90 to 100 reserved for aesthetically sound, well designed artwork that could be included in a portfolio. This is also given for adherence to the instructions for the project as well as meeting deadlines.

B= scores 80 to 89, satisfactory completion of most of the projects' instructions, a moderately successful project turned in on time.

C= 70 to 79, work was turned in on time but may be lacking some elements as dictated by the instructions.

D= 60-69, Poor work; directions not followed, or poor usage of elements and

principles of art/design, software or other design methods; criteria for assignment not met.

F= 50-59, Extremely poor work and directions not followed.

The instructor will make an effort to assist students with general principles of web design and composition. Points may be taken off for late projects. Total Possible Points for Projects: 100%, unless otherwise stated.

### **Requirement Materials**

- \*\* A journal, or "book of notice" and a small sketchbook is required for working out ideas and for keeping notes, readings, critiques, handouts, etc. that will be given. A 3 ring binder w/dividers is recommended to keep this information.
- \*\* USB Flash (or Jump) Drive. This should be a 1 GB or larger USB Jump Drive. This will replace the usage of zip disks, and will allow you to go from MAC to PC and from one computer to another.
- A pack of about 5-10 (or more) blank CD ROMs (CD-R) for submitting files.
- Access to a computer, printer and the internet (for some class assignments, email and critiques) and A DVD-R recordable disk for saving files for submission of final completed projects/portfolio at the end of the course.
- Art supplies for storyboards (such as black illustration boards, pencils, pens, colored pencils, etc.)
- (Recommended) An external Firewire drive such as the Lacie 20 or 40 GB Firewire & USB-2 Pocket-Drive - 4.2K or another portable Firewire and USB Drive, or another external high-speed hard drive.

**\*\* These MUST be brought to class each day.**

### **Classroom/Studio Policies**

No food, candy, gum, drink, etc., hats or cel phones are allowed in the computer lab or during class/studio time. Also, during class and studio time, there is no "surfing the net", checking email or using unauthorized software. Class assignments and/or projects and lesson(s) will be due the following based on the required deadlines, unless otherwise stated.

**Attendance:** Attendance will be factored into your overall grade. Please see university's policy) ***as poor attendance, leaving early/unexcused tardiness to class can lower your overall grade and/or be grounds for failure; the lack of attendance and failure to submit all projects and lessons will result in a***

***lowered grade and student will be in jeopardy of failing this course.***

**Snow/Inclement weather:** Class does not automatically close when the public schools close. School closings are announced on TV channels 4, 5, 8, and 9 and radio stations, WAL, WPGC, WPFW, WOL, WRC, WTOP, WMAL, WHUR, & WKYS. Also check the web for internet news organizations that list local school closings.

**Class Participation:** I assign frequent and unannounced classwork to guide group activities, monitor students' learning, obtain feedback on my teaching, and reward thoughtful and consistent class participation. Therefore, since students cannot make up exams or classwork (see below), students who are absent or tardy will miss not only valuable instruction but also credit.

## **Events**

All students are required to attend a minimum of five (5) outside of class creative activities. Students will choose activities from VCDMA/ART, music and theater experiences, approval from Instructor. Some will be required and off campus at a movie theatre (film), gallery. Museum and/or artist talk. Some events will be on campus as well. A minimum of 3 off-campus events is required. Typed Critiques/Reviews are to be submitted after each event. Failure to meet this requirement will deduct from your final grade.

**Extra Credit:** I will offer extra credit only during the term and only to the class as a whole (especially through extended or more advanced projects and other approved activities). Therefore, you cannot improve your grades at the last minute by requesting additional work. Also, if you earn a borderline course average (i.e., 59, 69, 79, 89), you will not receive an additional point to capture the higher grade—unless you earn that grade (or higher) on your final portfolio.

*Example:* If a student with a 79 course average earns a “B” or better on the final project/portfolio, that student will qualify for a “B” on the final grade report. Please note, though, that this policy applies only to course averages ending with “9.”

**Incomplete Grades and Withdrawals:** A grade of Incomplete (I) is given only if an emergency prevents you from submitting the final portfolio. Such an emergency must be documented (with a written note from a doctor) by your dean or advisor. However, if you wish to withdraw from the course, please see me before the Registrar's deadline.

**Lateness:** I cannot accept late journal entries, projects or homework. However, if you cannot submit the work on time because of an emergency, you should submit a memo in which you document the emergency and ask to be excused from the assignment. (For instance, submit a doctor's note with your memo.) If you experience computer-related problems, you should request a note from a Lab assistant (preferably an instructor) and/or you must IMMEDIATELY e-mail [tmelchishua@bowiestate.edu](mailto:tmelchishua@bowiestate.edu) to document your problem and bring in a Hard copy of this information within one (1) day of the absence, or return to class.

### **Missed Exams, Crits or Classwork**

There will be no make-up quizzes, projects or make-up classwork. However, if you miss a quiz, crit or other classwork because of an documented and acceptable emergency, you should submit a documented excuse.

### **Academic Integrity**

Please read the "Academic Code of Conduct," which is published in the Student Handbook or Directory of Classes. If you are suspected of cheating, you must submit your sources and/or make up the assignment in my office. If you are caught cheating, you will receive a "0" for the assignment. You could also be removed from the class and/or suspended from the university.

To support a community committed to academic achievement and scholarship, the University advances the principle of honest representation in the work that is produced by students seeking to engage fully in the learning process. Be original and honest and use/create (100%) YOUR OWN digital-based classwork.

This includes avoiding copyright/trademark infringement, illegally using, scanning or downloading images, music, software or using images, words, videos, prerecorded music etc. that do not belong to you, or were not created by you. Obey the laws in terms of intellectual property and respect copyright and even if you are not sure if author/work has a copyright. **IF YOU'RE NOT SURE...DON'T USE IT!**

### **American Disabilities Act (ADA)**

Bowie State University is committed to providing an educational environment that is accessible to all students. Students who have a disability and who would like accommodations should report immediately to Disability Support Services (DSS), located in Room 1328 in the Business and Graduate Studies Building or call Mr. Michael S. Hughes, DSS Coordinator at 301-860-4067.

In accordance with the ADA policy, students who need accommodations because of a disability should contact the Disability Support Services Office immediately, and as soon as possible after admission to the University or at the beginning of each semester.

If you need a special accommodation required by the American Disabilities Act, please document and discuss your disability with me during the FIRST TWO WEEKS of classes.

Any student with a documented disability (including learning disabilities) that the student feels may affect classroom performance should discuss the matter privately with the instructor at the beginning of the semester so that reasonable accommodations can be made. It is also recommended that the student make contact with the appropriate office for Academic/Student Services for additional assistance with classes and campus activities.

### **Production Time & Lessons**

Production time is considered to be both outside of our normal class time, and when possible during class times. Students will be encouraged to brainstorm and generate the creative spark that problem-solving possible for artistic endeavors using digital media. Active learning strategies include extensive use of lessons, tutorials, and on-line help, exercises and other companion materials. **Please complete the tutorials and lessons and practice as much as you possibly can outside of the class time. This is critical to your success on the projects.** Please be advised that visual communication, web design and computer graphics can be a time consuming process and it is expected that you spend a minimum of 1-3 hours per week/project. You will need to manage your time and find additional time to work in the lab on projects. **Plan ahead in terms of your projects, lessons and especially your final project.**

### **Labs and Equipment**

A student must be a registered member of a VCDMA/Computer graphics class in order to use the Computer Graphics lab at non-class times. A valid Bowie State University (with Comp. Graphics sticker) must be shown at all times to enter and use labs. For the use of video and/or computer equipment you must leave a valid BSU ID, drivers' license and complete a checkout and request form.

All digital cameras, cables, and other equipment can only be checked out by your Instructor for a 3-hour maximum period per day, unless otherwise stated. All equipment must be returned and checked by an Instructor. You will need to

supply a student ID, and a Driver's License to borrow equipment. Late fees will be assessed for \$5.00 per day, and you will be charged the full price of the replacement of any equipment that is either unreturned, damaged, missing equipment (this includes cables, charges, cords, manuals, cords, etc.) You can only check out equipment if you submit a proposal and written request in advance (usually 1 week) before you need it and receive Instructors permission. Please plan ahead, and know that you are fully responsible for any equipment checked out to you.

## **PLEASE NOTE**

Special equipment, project needs, printing/mounting, exporting various file formats are the student's responsibility. Lost, unsaved or damaged files are no excuse to complete and submit assignments on time. Backing up of coursework is the students' responsibility. Students must back up all files including lessons to additional storage medium (i.e. the computer, CD-R, or DVD-R). Test your files before submitting for grade and BACK THEM UP! Be sure to print two copies, one for you portfolio and one for submission for a grade. Back up keep all work files (example: YourName\_Projectname.psd) until you have turned in the project and received a grade.

***Note:** Instructor withholds the right to substitute projects, alter/delete projects, or introduce alternative/special projects for the overall improvement of the learning experience. Students shall be given this information in advance and in writing.*

## **Important Dates**

**September 2:** First day of class. Late Registration begins until Sept.2, 2008

**September 8:** Late registration & Add/Drop ends

**September 8:** Last day to add

**September 8:** Last day to drop/without a "W" grade

**September 9:** Comprehensive Exam - (All Programs)

**September 17:** Career Services – Fall 2008 Career Fair

**September 18 & 20:** English Proficiency Exam, 1<sup>st</sup> 8 Week Classes, 9 AM.  
Requirement for graduation

**September 30** Last day to withdraw (1st 8 week classes)

**October 1:** Deadline to Apply and pay for Dec 2008 Graduation

**October 5:** Last day to remove Spring 2008 Incomplete Grade

**October 5-11:** Homecoming Week 2008

**October 6-13** Graduate Comprehensive Examination

**October 18-20:** English Proficiency Exam, 1<sup>st</sup> 8 Week Classes, 9 AM.  
Requirement for graduation

**October 20-24:** Mid-term evaluation for Undergraduate students

**October 27:** 1<sup>st</sup> 8 week classes end

**October 28:** Mid Semester grades due no later than 5 PM

**October 28:** 1<sup>st</sup> 8 Week Classes End. 2<sup>nd</sup> 8 Week Classes Begin; 2<sup>nd</sup> Late  
Registration Begin

**November 1: Deadline to Apply and pay for May 2009 Graduation**

**November 6-8:** English Proficiency Exam, 2<sup>nd</sup> 8 Week Classes, 9 AM.  
Requirement for graduation

**November 10:** Last day to drop/with "W" grade. Last Day to change from Credit  
to Audit (UG only).

**November 17-21:** Advising Week for Undergraduate Students

**November 21:** Last Day to withdraw from 2<sup>nd</sup> 8-week class

**November 24:** Spring & Winter 2009 Registration opens

**November 25:** Last day of classes for students before Thanksgiving Break

**November 26-30:** Thanksgiving Break. BSU offices close at 5 PM.

**December 1:** Classes Resume

**December 5-11:** Final Exams for December graduating seniors

**December 14:** Final grades due for Graduating seniors by 3 PM

**December 15:** Last Day of classes

**December 16-22:** Final Exams for all students.

**December 17:** Graduation Clearance 11am-6: 30pm

**December 18:** Graduation Clearance 9am-4pm

**December 19:** Commencement Rehearsal

**December 20:** Commencement Ceremony

**December 22:** Last Day to change Fall 2008 Incomplete Grad grades

**December 23:** Last Day of 2<sup>nd</sup> Eight-Week Classes

**December 23:** End of semester

**December 26:** Last Day to submit Fall 2008 Grades

### **ART 450 Multimedia Workshop Fall 2008 Course Outline**

#### **Module 1. Overview of Multimedia & Developing the Creative Brief**

I Introduction & Course Overview & Discussion of Multimedia

II. Review of Elements/Principles of Design; Creative Briefs & Proposals

III. Target Audience & Designing an Interactive/Multimedia presentation

#### **Module 2: The World Wide Web, Design and Planning a Website**

IV. Web Design Basics & Usability Guidelines

V. Site Planning & Information Architecture

#### **Module 3: The Tools for Creating Websites and Multimedia**

VI. Introduction to Studio MX

VII. Introduction to Adobe Creative Suite for Web Design

VIII. Video and Streaming Media on the Web

IX. PDF & Acrobat

#### **Module 4: Design Basics & Page Layout Guidelines, Rule of Thirds/Grid**

X. Grid Layout & Rule of Thirds Web Page Design

XI. Web Graphics & Optimization

#### **Module 5: An Introduction to Code: XHTML & CSS**

XII. Introduction to Basic XHTML & Hand coding

XIII. Introduction to CSS

#### **Module 6: Flash Basics: Buttons, Movie Clips & Basic ActionScript**

XIV. The Flash Interface and Basic Animation; Tools in Flash

XV. Buttons, Symbols and Interactivity

XVI. Audio, Sound on the Web

## **Module 7: The Interactive Graphic Novella/Zine/Motion Comic**

XVII. Creating an Interactive Experience & Delivering Multimedia

XVIII. Finishing & Publishing: Final Production Time. Testing.

XIX. Final Project Presentations & Portfolio Review/Critique

### **Projects and Semester Deadlines**

<b>PROJECTS/ASSIGNMENTS</b>	<b>DUE DATES</b>
<b>PR 1: Introductory Activity Project (Community Design Project 3 Designs/Comps) ** Sketches due 9/9/08</b>	<b>9/30/08</b>
<b>PR 2: Creative Brief &amp; Typed Proposals; Sketches</b>	<b>9/9/08</b>
<b>PR 3: Presentation/slideshow &amp; Pitches</b>	<b>9/16 &amp; 9/18</b>
<b>PR 4: Storyboards (Mounted) for Final</b>	<b>9/25/08</b>
<b>PR 5: Web Prototype (1<sup>st</sup> Iteration: 10/2; 2<sup>nd</sup>: 10/9; 3<sup>rd</sup>: 10/16 )</b>	<b>10/16/08</b>
<b>MIDTERM EXAM, CRITIQUE PORTFOLIO REVIEW</b>	<b>10/23/08</b>
<b>PR 6: Website w/rollovers and links (1st iteration)</b>	<b>11/13/08</b>
<b>PR 7: HTML Feedback form</b>	<b>11/18/08</b>
<b>PR 8: CSS Style Sheet for site</b>	<b>11/20/08</b>
<b>PR 9: Flash (animated) Splash/Web banner and Web Video</b>	<b>12/4/08</b>
<b>PR 10: Refurbished Website w/working pages (2<sup>ND</sup> and Final Iteration) with section for Graphic Novel /Book/Zine</b>	<b>* 12/9/08 for FALL 08 GRAD ONLY;</b>
<b>Final Project. Interactive Graphic Novel/Motion Comic/Zine/Book Project.</b>	<b>12/18 OTHERS</b>
<b>Final Critique/Review &amp; Exam; Digital Portfolio</b>	

## **Module 1. Overview of Multimedia & Developing the Creative Brief**

I Introduction & Course Overview & Discussion of Multimedia

II. Review of Elements/Principles of Design; Creative Briefs & Proposals

III. Target Audience & Designing an Interactive/Multimedia presentation

**Time to Completion:** 3 weeks

**Pre-Assessment:** Elements/Principles of Design "QUEST"

**At a Glance:** Take the time to go through the course description, required text and materials and complete the VCDMA student survey. You must complete a "QUEST" on the elements and principles of art/design.

## Learning Objectives:

At the completion of this unit, you will:

- Review the ART 450 syllabus
- Review and be able to identify the elements and principles of design (EOD/POD); Take the orientation quiz
- Complete an introductory project web design project
- Discuss and define multimedia
- Produce a Creative Brief/Proposal for the final project and give a 3-5 minute presentation on the outcomes and objectives of the project

## Assigned Readings:

- Elements/Principles of Design
- HEROES (online graphic novel, see site below)
- ART 450 syllabus, course expectations, required materials, texts, etc.
- Readings/Handouts on Elements/Principles of Design
- *MULTIMEDIA FOR THE WEB; Chapter 1-2. pp. 3-67*
- *THE DIGITAL DESIGNER (EXCERPT) CHAPTER 8: WEB DESIGN*
- *Online reading below, esp. THE WEB STYLE GUIDE, entire chapters on Multimedia, Process & Interface Design*

## Exercises & Activities:

- **ACTIVE LEARNING 1: MULTIMEDIA FOR THE WEB CHAPTERS 1 & 2;** Complete the Summaries, review key terms and finish activities for both Chapters, starting with pp. 26-29. Complete the Matching Questions/ Discussion Questions; Design Project & Project Builders 1 & 2 for CHAP 1. Then complete the Matching Questions/Discussion Questions; Design Project & Design Project for CHAP 2 on pp. 64-67.
- Completion of Introductory **Project 1, Introductory Community Design Project.**
- **Project 2: Creative Brief Proposals, Sketches, Site Maps & Site Index**
- Complete QUEST

## Assigned Writing:

- Journal writing on Community Web Design project; Self Evaluation/Assessment
- Proposal and Creative Brief

## For Further Study:

[http://www.digital-web.com/articles/elements\\_of\\_design](http://www.digital-web.com/articles/elements_of_design)  
<http://www.johnlovet.com/test.htm>  
<http://www.graphicdesignbasics.com>  
[http://en.wikipedia.org/wiki/Elements\\_of\\_art](http://en.wikipedia.org/wiki/Elements_of_art)  
<http://www.webstyleguide.com/multimedia/index.html>  
[http://www.nbc.com/Heroes/novels/novels\\_display.shtml?novel=46](http://www.nbc.com/Heroes/novels/novels_display.shtml?novel=46)  
<http://demo.olivesoftware.com/ActiveMagazine/welcome/espn/espn.asp>  
<http://demo.olivesoftware.com/am/welcome/Time/Fortune/TFM-19-Sep-2005.asp>  
<http://www.smileycat.com/miaow/archives/000226.php>  
[http://www.chuckals.com/Downloads/Sales/creative\\_brief\\_template.RTF](http://www.chuckals.com/Downloads/Sales/creative_brief_template.RTF)  
<http://www.elise.com/web/tools/creativebrief.html>

## **Module 2: The World Wide Web, Design and Planning a Website**

IV. Web Design Basics & Usability Guidelines

V. Site Planning & Information Architecture

**Time to Completion:** 2 weeks

**At a Glance:** During this module students will be introduced to the history of the internet and the basics of web design. The class will develop and plan the final multimedia project and website based on creative briefs and proposals.

### **Learning Objectives:**

At the completion of this unit, you will:

- Plan the final project and create a site index, site map and storyboards for final project
- Follow Usability and Web Style Guide suggestions; EOD/POD to design a website for the multimedia book
- Critique and analyze professional websites and examples of multimedia

### **Assigned Readings:**

- Book or excerpted reading to be used in Final Project (supplied by Instructor)
- Web Usability handouts/websites; Elements/Principles of Design
- *MULTIMEDIA FOR THE WEB; Chapter 3. pp 69-97.*
- *Online reading below, esp. THE WEB STYLE GUIDE, entire chapters on Site Design, Page Design & Typography*

### **Exercises & Activities:**

- **ACTIVE LEARNING 2:** Complete *MULTIMEDIA FOR THE WEB CHAPTERS 3*; Complete the Summaries, review key terms and finish

activities starting with pp. 94-97. Complete the Matching Questions/ Discussion Questions; Design Project & Project Builders 1 & 2

- Completion of Introductory **Project 3 Presentations/Pitches (Creative Brief & Proposal; Site Maps, Site Index and Navigational Structure)**
- **Project 4 Storyboards**

### **Assigned Writing:**

- Proposal and Creative Brief

### **For Further Study:**

[http://www.digital-web.com/articles/elements\\_of\\_design](http://www.digital-web.com/articles/elements_of_design)

<http://www.johnlovet.com/test.htm>

<http://www.graphicdesignbasics.com>

[http://en.wikipedia.org/wiki/Elements\\_of\\_art](http://en.wikipedia.org/wiki/Elements_of_art)

[http://www.elise.com/web/a/writing\\_a\\_creative\\_brief.php](http://www.elise.com/web/a/writing_a_creative_brief.php)

<http://www.webstyleguide.com/multimedia/index.html>

### **Module 3: The Tools for Creating Websites and Multimedia**

VI. Introduction to Studio MX

VII. Introduction to Adobe Creative Suite for Web Design

VIII. Video and Streaming Media on the Web

IX. PDF & Acrobat

**Time to Completion:** 4 weeks

**At a Glance:** During this module students will be introduced to tools and software for website creation and HTML editing; as well as software for digital video and multimedia. Specifically Studio & (Dreamweaver, Fireworks and Flash) as well as Photoshop, Image Ready, I Movie & Acrobat.

### **Learning Objectives:**

At the completion of this unit, you will:

- Learn the basics of Studio 8; how to create web pages and gather assets
- Learn how to create a navigational structure and hyperlinks
- Understand Bandwidth, multiple browsers, FTP, HTML basics
- Learn how to create & format text, tables and images (graphics for the web)
- Take midterm exam and midterm portfolio review

## Assigned Readings:

- *THE WEB COLLECTION REVEALED: DREAMWEAVER CHAPTERS 1-5; FIREWORKS, 1-3; FLASH 1-5*
- *MULTIMEDIA FOR THE WEB, Chapters 4, 5 & 9*
- *HTML for The WWW; CH. 17*
- *Online reading below, esp. THE WEB STYLE GUIDE, entire chapters on Editorial Style; Newark 1 's website, see Portfolio and Tips*

## Exercises & Activities:

- **ACTIVE LEARNING 1:** Complete *MULTIMEDIA FOR THE WEB CHAPTERS 4 & 5*. Complete the summaries, review key terms and finish activities for all Chapters. Start with pp. 128-153, CHAPTER 4: Complete the Matching Questions/ Discussion Questions; Design Project & Lessons 1 & 2; For Chapter 5 Complete Matching Questions/ Discussion Questions and Lessons 1 and 2 only. CHAPTER 9, Complete Matching Questions/ Discussion Questions only.
- **Project 5: Web Prototype (1<sup>st</sup> Iteration)**
- **Project 6: Website w/rollovers and links (1st iteration)**

## MIDTERM EXAM, CRITIQUE PORTFOLIO REVIEW

### Assigned Writing:

- Journal writing/Critiques of websites

### For Further Study:

<http://www.newark1.com/portfolio>

<http://www.mbarnesdesign.com>

<http://www.learnthat.com/computers/learn.asp?id=362&index=0>

<http://www.tutorialized.com/tutorials/Dreamweaver/1>

<http://www.fwzone.net/ShowDetail.asp?NewsId=9944>

## **Module 4: Design Basics & Page Layout Guidelines, The Rule of Thirds & The Grid**

X. Grid Layout & Rule of Thirds Web Page Design

XI. Web Graphics & Optimization

**Time to Completion:** 2 weeks

**At a Glance:** During this module students will be introduced to the elements of page layout and design, such as the Rule of Thirds; Using a Grid and the Golden mean. Graphics for the web will also be covered.

## Learning Objectives:

At the completion of this unit, you will:

- Learn how to design and layout a page for easy navigation, usability and clarity
- Learn how to slice, create rollover buttons and image maps
- Learn how to optimize graphics for the web
- Understand Bandwidth, multiple browsers, FTP, HTML basics
- Apply the elements and principles of design to web design and multimedia projects

## Assigned Readings:

- *THE WEB COLLECTION REVEALED: INTERGRATION CHAPTER 1*
- *HTML for The WWW; CH. 1-3; 5-6*
- *MULTIMEDIA FOR THE WEB, Chapter 6.*
- *Online reading below, esp. THE WEB STYLE GUIDE, entire chapters on Graphics; Fireworks and Optimizing web graphics*
- *Rule of Thirds Handout/sites*

## Exercises & Activities:

- **ACTIVE LEARNING 1:** Complete Chapter 6 Matching Questions/ Discussion Questions and Lessons 1 & 2.

## Assigned Writing:

- Journal writing/Critiques of websites
- Refined Proposal and Creative Brief

## For Further Study:

<http://www.webreference.com/dev/graphics/compress.html>

[http://www.projectseven.com/tutorials/images/fw\\_optimize/index.htm](http://www.projectseven.com/tutorials/images/fw_optimize/index.htm)

## **Module 5: An Introduction to Code: XHTML & CSS**

XII. Introduction to Basic XHTML & Hand coding

XIII. Introduction to CSS

**Time to Completion:** 2 weeks

**At a Glance:** During this module students will be introduced to the hand coding for web design including basic XHTML & CSS.

## Learning Objectives:

At the completion of this unit, you will:

- Learn how to create a web page using XHTML
- Create a style sheet for your website
- Incorporate CSS into your website
- Create a form (for feedback) for your website
- Learn how to problem solve XHTML in Dreamweaver
- Learn how to test and debug your website

## Assigned Readings:

- *HTML for The WWW; CH. 8-11; 16*
- *MULTIMEDIA FOR THE WEB, Chapter 5 & 6.*

## Exercises & Activities:

- **ACTIVE LEARNING 1:** Complete Chapter 6 Matching Questions/ Discussion Questions and Lessons 1 & 2.
- **Project 7: HTML Feedback Form**
- **PR 8: CSS Style Sheet for site**

## Assigned Writing:

- Journal writing/Critiques of websites
- Refined Proposal and Creative Brief

## For Further Study:

<http://www.webreference.com/dev/graphics/compress.html>

[http://www.projectseven.com/tutorials/images/fw\\_optimize/index.htm](http://www.projectseven.com/tutorials/images/fw_optimize/index.htm)

[http://www.adobe.com/devnet/dreamweaver/articles/getting\\_started\\_dreamweaver\\_cs3.html](http://www.adobe.com/devnet/dreamweaver/articles/getting_started_dreamweaver_cs3.html)

## **Module 6: Flash Basics: Buttons, Movie Clips & Basic ActionScript**

XIV. The Flash Interface and Basic Animation; Tools in Flash

XV. Buttons, Symbols and Interactivity

XVI. Audio, Sound on the Web

**Time to Completion:** 3 weeks

**At a Glance:** During this module students will explore animation and sound for the web and multimedia with emphasis using the software Flash.

## Learning Objectives:

At the completion of this unit, you will:

- Learn how to create basic animation in Flash
- Set up the pages, animation, sound and other elements for the graphic novel/zine
- Create a navigation for interactivity including buttons
- Understand symbols and instances in Flash
- Learn basic Action Script in Flash
- Incorporate website, video, other projects with Flash

## Assigned Readings:

- *THE WEB COLLECTION REVEALED: FLASH & INTEGRATION*
- *HTML for The WWW; CH. 17*
- *MULTIMEDIA FOR THE WEB, Chapter 7-8.*

## Exercises & Activities:

- **ACTIVE LEARNING 1:** Summary/Key Terms, etc. and complete Chapters 7 and 8 Matching Questions/ Discussion Questions, Project Builder 1 and Lessons 1-5 (each).
- **PR 9: Flash (animated) Splash/Web banner and Web Video**

## Assigned Writing:

- Journal writing/Critiques of websites
- Refined Proposal and Creative Brief

## For Further Study:

<http://www.webreference.com/dev/graphics/compress.html>

[http://www.projectseven.com/tutorials/images/fw\\_optimize/index.htm](http://www.projectseven.com/tutorials/images/fw_optimize/index.htm)

## **Module 8: The Interactive Graphic Novella/Zine**

XVII. Creating an Interactive Experience & Delivering Multimedia

XVIII. Finishing & Publishing: Final Production Time. Testing.

XIX. Final Project Presentations & Portfolio Review/Critique

**Time to Completion:** 3 weeks

**At a Glance:** During this module students will complete and publish their final multimedia projects and interactive experiences (demonstrating in all concepts and skills learned in class).

## Learning Objectives:

At the completion of this unit, you will:

- Test, test and test again all aspects of project and interactive books; get feedback from viewers, group members, etc.
- Complete your final project and present your websites and interactive book (all elements).
- Participate in Final Class Critique and Exam
- Complete course surveys

## Assigned Readings:

- *THE WEB COLLECTION REVEALED: INTERGRATION SECTIONS A*
- *HTML for The WWW; CH. 24-26*
- *MULTIMEDIA FOR THE WEB, Chapter 10.*

## Exercises & Activities:

- **ACTIVE LEARNING 1:** Summary/Key Terms, etc. and complete Chapters 7 and 8 Matching Questions/ Discussion Questions, Project Builder 1 and Lessons 1-5 (each).
- **Final Project. Interactive Graphic Novel/Zine/Book Project**
- **Digital Portfolio**

## Assigned Writing:

- Journal writing/Critiques
- Surveys/Evaluation

## For Further Study:

<http://www.webreference.com/dev/graphics/compress.html>

[http://www.projectseven.com/tutorials/images/fw\\_optimize/index.htm](http://www.projectseven.com/tutorials/images/fw_optimize/index.htm)

[http://www.adobe.com/devnet/flash/articles/flash8\\_bestpractices\\_06.html](http://www.adobe.com/devnet/flash/articles/flash8_bestpractices_06.html)

**MAY 5 & 19: FINAL CRIT, PORTFOLIO REVIEW & EXAM. TIME - TBA  
FINAL PROJECT: INTERACTIVE BOOK DUE. BURNED TO A CD-R.**

**MAY 23: END OF SEMESTER**

*\*\* Instructor withholds the right to substitute projects, alter/delete projects, or introduce alternative/special projects for the overall improvement of the learning experience. Students shall be given this information in advance and in writing.\*\**

## **FINAL PROJECT DIRECTIONS:**

A Final version of all of the projects **MUST** be represented in a professional book and/or portfolio (both in your physical and CD-ROM, or DVD based) portfolio due at the final exam/critique. All projects, lessons, etc. must be burned to a CD-ROM, (not CD-RW) or DVD, and presented via on a CD-ROM. Any extra credit assignments must also be turned in by the final exam date or sooner.

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### **An Overview of ART 450 Projects**

**Project 1: Introductory Activity, given in class, TBD.**

**Constructing a Multimedia Graphic Novel/Book/Zine (Motion Comic) and Website:** You will be designing a small, interactive graphic novel/book/zine and a promotional website. All of these projects are connected to one another and dependent upon the various parts. Therefore it is critical that you complete all and submit on time. You will first come up with a proposal based on an existing book or literary concept (will be given to you by me) and for a promotional media campaign. You will be required to do library research and with the instructor choose an appropriate title based on the given theme.

Even though the existing book may have a cover, images, artwork and a theme, you must create an original concept to contextualize it. You need to consider what elements and principles of art/design you will incorporate and how/why, as well as how you will create a truly multimedia experience (text, image, animation/video, sound and interactivity) for your target audience, based on this book/concept. You will need to work with other classmates to develop the final concept and presentation.

All work must be original and you must plan and research for this project. You may need to submit more than one sketch and get approval before actually starting project. Your campaign will be divided into several basic parts, which we will work on throughout the semester. You must also will design, and then produce a class presentation to illustrate your design approach to creating a multimedia version of the book as well as an ad campaign for a new online book, graphic novel or zine.

#### **Summary of Projects (2-8)**

**Project 2:** Typed proposal, and creative brief

**Project 3:** A presentation/pitch for your project. This must include a site map, site index, sketches, etc. and must be presented in class

**Project 4:** Mounted Storyboards for final interactive book

**Project 5:** Web Prototype (2 iterations and final website)

**Project 6:** completed and functional website, w/animated buttons/rollovers

(1-3 pages/linked sections)

**Project 7:** Animated Web banner/advertisement & Web video

**Project 8. Hand Coded HTML Feedback or Form** (to be included w/webpage)

**Project 9: CSS Style Sheet for your site**

**Final Project Interactive/Multimedia Book presentation:** You will be given a choice of three story concepts for your group (no duplications) are to choose one and develop a theme or concept for this physical book to become a multimedia/web version of a graphic novel and/or "digital book."

It should be small, minimum 10-15 pages or sections must eventually become a Flash based graphic presentation that incorporates animation/video, sound/music, and Actionscript for a unique and innovative interactive experience.

**NOTE:** All projects including the final must be put together as a portfolio and delivered on a DVD, CD-ROM and/or website. **This final portfolio should be one visually cohesive, effective multimedia presentation.**

You may choose to add other images from other art or computer graphic courses (for example into a gallery) and add to this project.

**Creative Brief & Presentation, before you complete the final.** All of these projects will depend upon one another and must have a common theme and design approach. You will propose this and give a rough overview in a short 3-5 minute PowerPoint or Flash-based slideshow presentation. In this presentation, you will give a color scheme, examples of images, audio, and artwork to be used. You will type up a creative brief and include in this presentation. It is suggested to even attempt to make contact with the author, publishing company to get further information and assistance. This would be to your benefit and *don't be shy!*

You must also check various CD-ROMs, DVDs, and surf the web and give websites, (include URL's) and examples of similar or inspirational presentations. We will look at some examples in class, but find at least 2-3 of your own. Create rough examples including a site map/diagram and site index (these can be sketches, but scan in and include into presentation) showing "visually" what the website will look like. Finally, you will develop a script & storyboard for the video to be included in your presentation. You will then have 3-5 minutes to pitch or present your project to the class and instructor for feedback & critique.

**Alternative to final class critique and prescreening:** Individual Critiques w/Instructor. All Students must schedule and individual critique with me with portfolios, before submitting your final project and this meeting will be averaged into your final grade. You may also submit lessons, and refurbished or incomplete projects and journals at this time.

Only work that was turned in on time, no late work will be accepted w/out excused absence or documented reason.

**\*\*\* Extra Credit: A Community Multimedia Project:** Discuss ideas and submit a proposal for this project. It will be due along with your final project at the end of the semester on the day of finals. This should be a completely separate project that you will chose that either takes a local business, organization, issue, and using Flash MX you create a multimedia presentation or work for it. This could be an interactive website, DVD, Flash or shockwave file, etc. This can be a campus project w/an organization or university. This may be modified or used for your overall eight projects and the final. You may choose to contact a local business, restaurant, organization or company or select a social issue and create a motion based (using multimedia) project. This could be more of a commercial and/or advertisement or public service announcement.

This final work can be submitted to the annual student art show, to the company and to the department's website for additional points. The minimum length is 30 seconds (with audio) and it should be delivered as a final streamable (web) version. Talk to instructor about concerns or ideas. Think and plan ahead for both projects. All extra credit projects are due by **the day of the final exam with Final Project.**

**The following websites will be useful for your projects and information:**

<http://www.elite-travelerdigital.com/elitetraveler/20061112>

<http://www.artmospherecafe.com>

<http://www.okayplayer.com>

<http://griots.net>

<http://www.migente.com>

<http://www.seeingblack.com>

<http://music.yahoo.com>

<http://www.ninjai.com>

<http://www.ghostforest.com>

<http://www.adobe.com/products/acrobat>

<http://design-planning.blogspot.com>

<http://www.webopedia.com/TERM/g/graphics.html>

<http://www.adobe.com>

<http://www.macromedia.com>

<http://www.soulsuite.com/links.html>

<http://www.obd-dc.org>

<http://www.flashkit.com>

<http://www.graphicdesignbasics.com>

<http://www.webstyleguide.com/index.html>

<http://www.useit.com/>

<http://usability.gov/guidelines/>

<http://www.w3.org/>

<http://www.computerarts.co.uk>

**More websites related to Multimedia, Animation, Effects, Digital, etc:**

<http://hotwired.lycos.com/animation>

<http://www.icommag.com/directory-animation-efx.html>

<http://web.inter.nl.net/users/anima/chronoph/muybridge/links/index.htm>

<http://www.digitalvideoediting.com/cgi-bin/getframeletter.cgi?/headlines/techniques.htm>

<http://www.shortcourses.com/video/>

<http://www.adobe.com/motion/main.html>

<http://www.adobe.co.uk/products/tips/aftereffects.html>

[http://education.apple.com/education/ilife/howto/imovie\\_tips/](http://education.apple.com/education/ilife/howto/imovie_tips/)

<http://www.electricskin.com>

<http://www.whitney.org>

**ART 450 MULTIMEDIA WORKSHOP  
NAME:**

**SEMESTER:  
STUDENT ID:**

**STUDENT PROJECT AND PARTICIPATION SHEET:** Use the following to record your grades, points, and comments as necessary. Also keep track of the project descriptions, and take notes for any special grading factors/criteria, dates and possible deadlines. Use points/percentages and add up as you receive grades. Refer to your course syllabus for the grading factors, attendance policy & percentages. All projects must be submitted with proper name such as Project1YOURNAME, and saved to your storage medium first. Please ask first and be sure your files/work is received. You must keep a copy of all assignments until the end of the semester. Instructor will withhold the right to refuse to accept any late work unless you receive instructions or directions. **You are expected to maintain a professional portfolio/presentation of all work.**

**GRADING RUBRIC:**

**Time:** Project was submitted on time and by the deadline: **20 pts.**

**Technique:** successful execution of concept; elements/principles of art: **20 pts.**

**Creativity:** original idea (s), problem solving, development of sketches; ideas: **20 pts.**

**Complete:** Project is completed, finished as assigned; all criteria met: **20 pts.**

**Presentation:** Project submitted in correct file formats; mounted/printed/CD/DVD neatness as well overall presentation for critique & grading: **20 pts.**

<b>PROJECTS= 15%</b>	<b>Pts. Earned/GRADE</b>	<b>Comments/Feedback</b>	<b>Due Date</b>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
<b>FINAL</b>	_____	_____	_____

**LESSONS/TUTORIALS = 10%** MIDTERM = \_\_\_\_\_ FINAL = \_\_\_\_\_  
**CRITS = 5%** CRIT 1: \_\_\_\_\_ CRIT 2: \_\_\_\_\_ CRIT 3: \_\_\_\_\_ CRIT 4: \_\_\_\_\_

**PARTICIPATION = 10 %** Studio time, readings, journal, class critiques & discussions:  
 MIDTERM = \_\_\_\_\_ FINAL = \_\_\_\_\_

**ATTENDANCE= 5%** MIDTERM = \_\_\_\_\_ FINAL = \_\_\_\_\_  
 - # OF LATE: - # OF LATE: - # OF ABSENCES: - # OF ABSENCES:

**MIDTERM EXAM = 10 %:** MIDTERM EXAM = \_\_\_\_\_

**QUIZZES OTHER EXAMS = 5%** MIDTERM = \_\_\_\_\_ FINAL = \_\_\_\_\_  
**FINAL EXAM CRIT = 10%** Y/N

**FINAL CD-R OR DVD & PORTFOLIO =5%** **FINAL PROJECT = 20 % = \_\_\_\_\_**

**SUBMISSION TO SHOW/EXHIBITION OR OTHER = 5%: Y/N**  
**EVENT=5%** Y/N

**TOTAL MIDTERM = \_\_\_\_\_** **TOTAL FINAL = \_\_\_\_\_**



# DFPA/VCDMA Student Survey

PLEASE PRINT LEGIBLY!! Return to Instructor

Date: ..... This Course Title:.....  
Course Number: ..... Section: .....  
Student ID: .....  
Your Name: ..... Semester: .....  
Address (local, campus):.....  
Address 2: .....  
City: ..... State: ..... Zip: .....

Email: ..... Emergency Contact & #: .....  
Emergency Contact/Cel Phone #: .....

Phone #: ..... Additional Phone/Cel.....

Your status (senior, junior, etc.): ..... Expected graduation date/year: .....

Your Major: ..... Minor.....

Your Advisor: ..... Department:.....

Ph: ..... School: .....

I have taken these prerequisite(s) and/or related courses:

.....  
Describe your learning style (the way you learn, ex. Lecture, hand-on, etc.)  
.....

Describe any experience using computers & software:

.....  
.....  
.....

Reasons for taking this class and your overall expectations, goals or objectives:

.....  
.....

Other Activities, interests, hobbies, campus or community activities:

.....  
.....

Please write a brief biographical statement:

.....  
.....

*I have read the syllabus for this course, course requirements; as well as grading factors, computer lab and attendance policy and agree to the terms set therein:*

\_\_\_\_\_  
NAME (SIGNATURE)

\_\_\_\_\_  
DATE