MMED-3036

DIGITAL MEDIA THEORY & PROJECT MANAGEMENT

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MMED-3036

COURSE DESCRIPTION

This course will introduce students to the core principles of website prototyping, video editing, technologies and career preparation.

COURSE LEARNING OUTCOMES

Upon successful completion of this course, you will be able to reliably demonstrate the following Course Learning Outcomes which will be taught and evaluated:

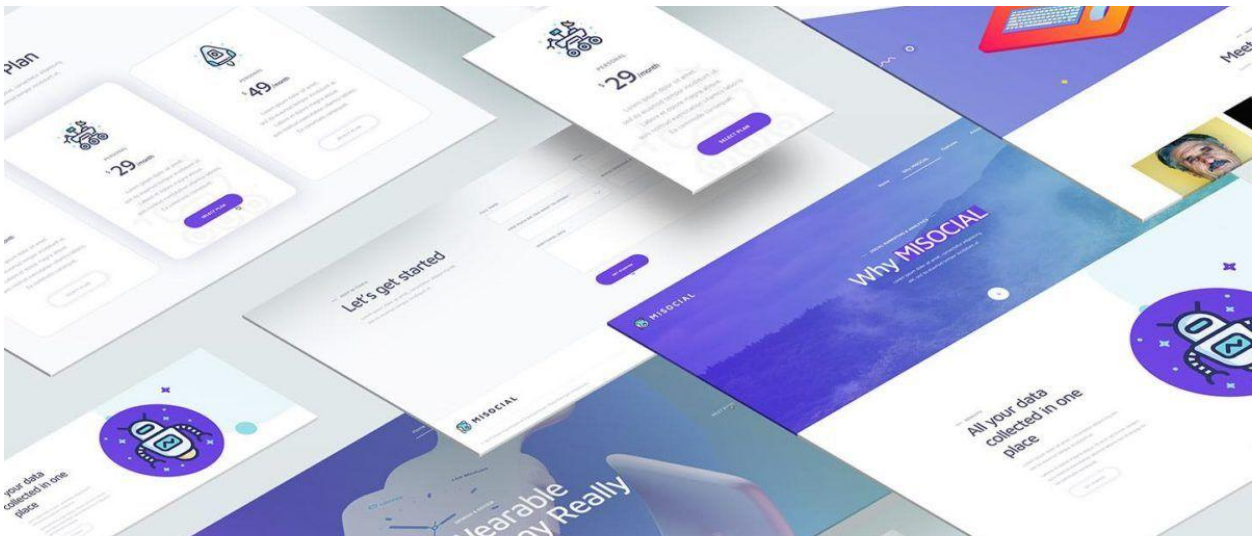
1.) Best practices & tools to design and prototype websites

2.) Proficiency in video editing with an emphasis on techniques to tell compelling stories.

GRADE BREAKDOWNS

Homework - 35%
Major Assignment - 20%
Mid Term - 15%
FIP - 30%

Prepared by Joe Kormendi



COURSE BREAKDOWN

WEEK 1

Course Introduction and Breakdown

• XD Introduction and Design Layout
• Intro to wireframing levels
• Detailed wireframe layouts in XD

WEEK 2

Prototyping & Layout Modifications

• Introduction to prototyping and animation
• Flowing content from Desktop to Mobile

WEEK 3

Prototyping & Layout Modifications Cont.

• Additional animation techniques
• Low Fidelity Prototyping to High Fidelity Prototyping conversion
• Assign Homework #1

WEEK 4

Prototyping & Layout Modifications Cont.

• Additional animation techniques

WEEK 5

Video Technical Fundamentals

• Adobe Premiere introduction
• Intro to Major Video Assignment
• Homework #1 is due = worth 10%

WEEK 6

Introduction to Video Editing

• FIP Midterm is due = worth 15%

WEEK 7

Video Editing Continued

WEEK 8

Video Editing Continued

• Assign Homework #2 = 12.5%
• Major Video Assignment Part A is due = worth 5%

WEEK 9

Infographics & Gifographics

• Homework #2 is due = worth 12.5%

WEEK 10

Progressive Web Apps

WEEK 11

Digital Career Paths

• Major Video Assignment Part B is due = worth 15%

WEEK 12

Portfolio Website Preparation

• Assign Homework #3 = 10%

WEEK 13

Open Lab

• Homework #3 is due = worth 12.5%

WEEK 14

Open Lab

• FIP Final Integrated Project is due = worth 30%

FREE AND ROYALTY FREE (STOCK)

Resource: https://topimagesites.com/royalty-free/

What does royalty free mean?

An image/video/3D model that is available on a stock website is governed by a license.

This license dictates how you can and cannot use this image/video/3D model. For instance, a license may enable you to use the image on your website to sell a product, but not for anything that has to do with a political campaign.

A royalty-free license is not free. You will have to make a one-time upfront payment for it. But you only have to make this payment once. Regardless of how you use the image/video/3D model in the future, you will not have to pay any further payments (or royalties), hence the term 'royalty-free'. The royalty-free license gives you the right to use the image/video/3D model essentially forever.

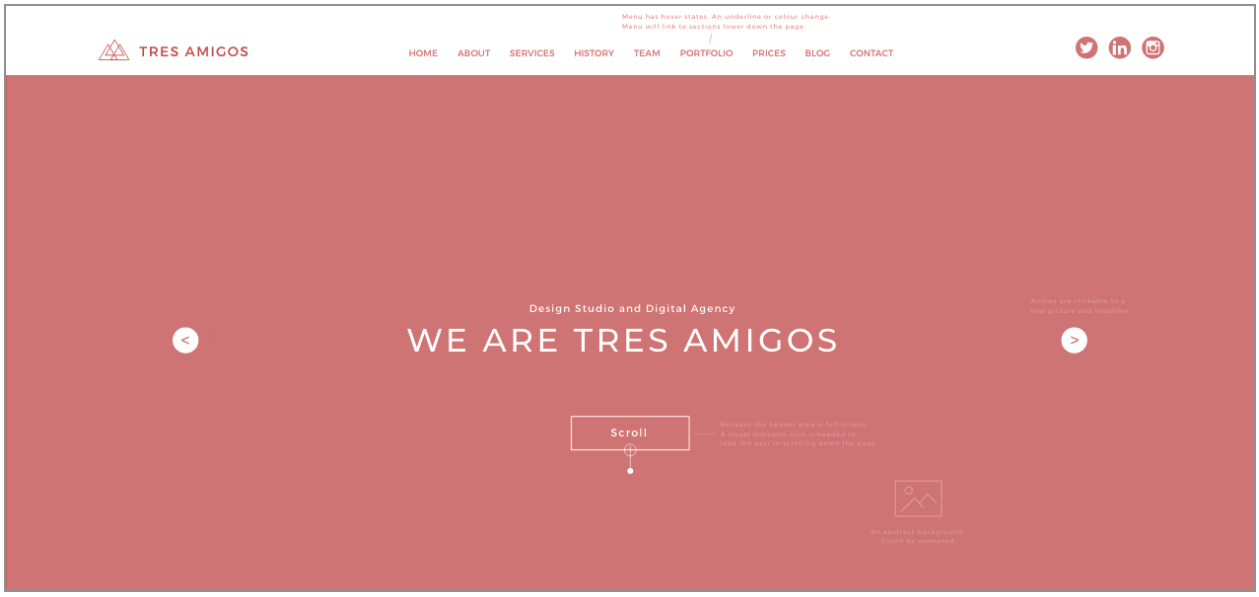
In other words: In exchange for a one-time payment, you obtain the right to use the image/video/3D model forever and however you want to use it within the license specifications, without additional fees or interruption from the copyright owner, as long as your use of the product conforms with the license agreement.

Free images/videos/3D models from a free internet site still have licenses governing the image/video/3D models. You just don't have to pay for them. But you do have to review the license and make sure you are using the material within the license guidelines.

Google Search does not necessarily provide results to images/videos/3D models that are free or royalty free.

HOMEWORK BRIEFS

HW #1 - WIREFRAMES AND DESKTOP PROTOTYPE



You have been given the task to finish the mobile, tablet and desktop wireframe site layouts started in class using Adobe XD. Finishing the mobile, tablet and desktop design layout with colours and images in place. Then export out the images for mobile, tablet and desktop sizes required for HTML pages. As well as, creating the required functionality for the low fidelity desktop prototype using Adobe XD.

Using the following sample link as your prototype guide. You are going to match the animation and functionality that this link demonstrates. Students need to interact with the provided prototype. Hover over buttons and iconography. Tap on links and/or potential links to discover functionality or interactivity. It is up to you to discover the functionality and interactivity in this prototype and implement it into your own low fidelity prototype.

Low Fidelity Prototype Sample
https://xd.adobe.com/view/e26b7d6b-f09a-4e5e-970d-1d70b043af52-b738/?fullscreen

DELIVERABLES

- Upload your Adobe XD file and exported images to the Submission Dropbox on FOL
- Copy and paste a shareable link to your prototype into the comments section for this project when submitting to the Submission Dropbox on FOL

GRADING

Tablet Wireframe Completion - 7.5 marks
Mobile Design Completion - 7.5 marks
Tablet Design Completion - 7.5 marks
Desktop Design Completion - 7.5 marks
Exported images - 5 marks
Renaming Objects, Groups and Components - 5 marks
Desktop Prototype Completion - 35 marks
Total - 75 marks

SUBMISSION REQUIREMENTS & DUE DATE

Submit your zip folder with proper naming conventions (Lastname_Firstname_Assignmentname.zip) in to HW #1 FOL Submission Dropbox (10% of final grade). Rar files will not be accepted.

Due Week 5 – January 29th, 2023 5:00 PM EST.

HW #2 - MOTHERSUN AND THE CAPTAIN VIDEO

Students are required to finish the Mothersun and the Captain interview video that has been started in class, using the video assets provided to you in the link below. Using the Set-up, Confrontation and Resolution story editing concept, piece together a compelling final video that follows this story process in your video editing.

VIDEO ASSETS

https://drive.google.com/drive/folders/17pQ9Jml_7eu6AeKU-rQ7VQgSYK0c9i4O?usp=sharing

TECHNICAL REQUIREMENTS

Video Requirements:

Aspect ratio: 16:9
Size: 1280 x 720
Duration: roughly 2 minutes in length (between 2 - 3 minutes)
Frame rate: 24 fps
Music: Must contain music
B-Roll Footage: Yes
Compression: h.264
Video Format: .mp4

DELIVERABLES

- A completed, h.264 compressed video in .mp4 format
- Adobe Premiere file (.prproj)
- I do not need your assets for this project I already have them, unless you have added a new asset to the video I will need it submitted to the Submission dropbox

GRADING

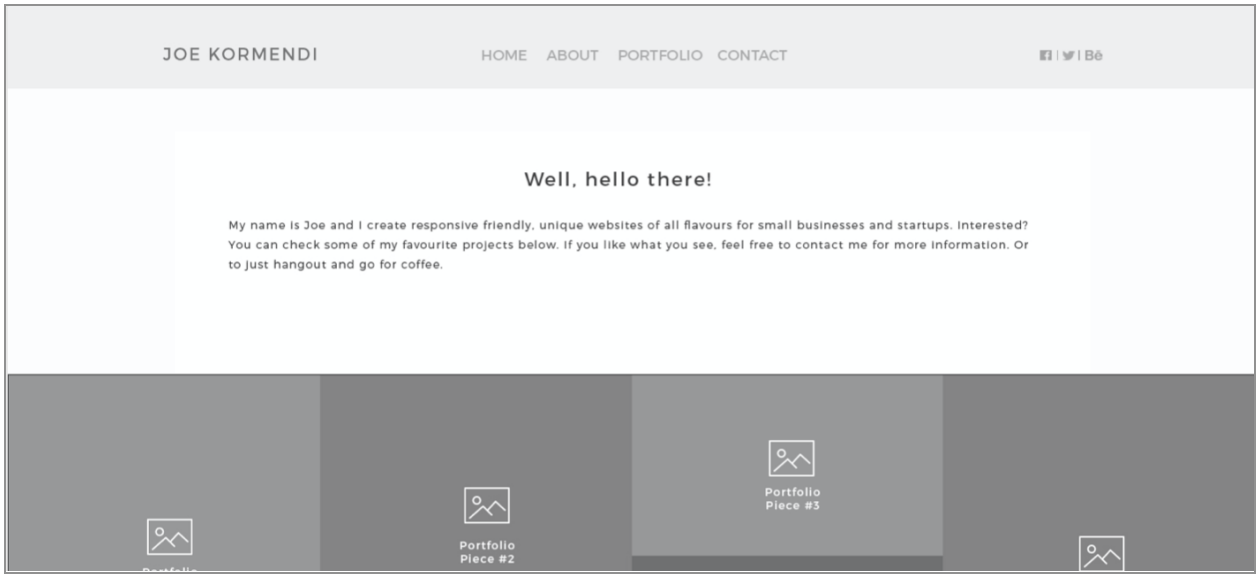
Technical Video Requirements followed - 10 marks
Overall editing, colour grading, call to action, brand awareness,
creative storytelling and completion - 40 marks
Total - 50 marks

SUBMISSION REQUIREMENTS & DUE DATE

Submit your zip folder with proper naming conventions (Lastname_Firstname_Assignmentname.zip) in to HW #2 FOL Submission Dropbox (12.5% of final grade). Rar files will not be accepted.

Due Week 9 – March 5th, 2023 5:00 PM EST.

HW #3 - PORTFOLIO PREPARATION



Using the Portfolio lecture as a guide and doing personal research into what makes a great portfolio site. Using Adobe XD create a detailed (high fidelity) wireframe of your portfolio site layout.

DELIVERABLES

The format for submission of this project will be in PDF. The following list are the pages and content required in the final PDF submission.

- There needs to be a title page in the PDF submission (student name, student #, date, project name & my name)
- Provide 5 links to portfolio sites you discovered when researching
- There needs to be a fonts and colour palette page.
- Provide detailed wireframes, like the example shown in class
- Unlimited pages. It's up to you to determine how many pages would best fit your portfolio site and what you would like to include. The portfolio site should include at least an about page, contact page, and portfolio page with custom written messaging by you on them.
- It also needs to have a portfolio sub-page showing how the portfolio pieces would look like if laid out on a separate page.
- A custom written 'Thank you for submitting' page/graphic that appears when the form is submitted.
- Greyscale wireframes, no colour on the wireframes.

GRADING SCHEME

Following directions: 5 marks
Research: 5 marks
Custom messaging on wireframe pages: 15 marks
Detailed page layouts: 15 marks
Overall layout, design and completion: 20 marks
60 marks total

SUBMISSION REQUIREMENTS & DUE DATE

Submit your zip folder with proper naming conventions (Lastname_Firstname_Assignmentname.zip) in to HW #3 FOL Submission Dropbox (12.5% of final grade). Rar files will not be accepted.

Due Week 13 – April 2nd, 2023 5:00 PM EST.

ASSIGNMENT BRIEFS

MAJOR ASSIGNMENT

Create an original story idea for how your FIP brand came to existence in the world. This story can include factual information or fictional information with a comedic spin if you like. It is your rebrand story, tell it how you want to tell it.

Remember the idea of a story arch (*research*). Use the; Set-up, Confrontation, and Resolution, for your story. Put together a compelling final video that tells your story.

You can be the onscreen talent – or convince someone to be the on screen talent/actor for this video assignment.

Mobile phone and/or camcorder video is acceptable for this assignment.

Royalty free images and audio are acceptable for this assignment. As always, the idea of the IDP program is that you custom create as much original content as you can for the outcome of any assignment. Make it professional looking, but the tone of the video is entirely up to you – serious, dramatic, funny, etc.

Potential Video Topics:

- History of the brand/company
- The visual styling of the brand. The 'cultural' significance.
- Historical branding and changes through the years. Suggestion; look for advertising examples from other brands
- Produced varieties produced by the company
- Unique features of the bottle, label and packaging of the product
- Unique aspects of the product (what sets them apart from their competitors)
- Uniqueness (local growers and providers, natural, organic, water resources, etc,)
- Data and stats related to the business or product (volume of yearly sales, peek seasons, best year or production, awards, special mention, etc,.) These can be fact or fiction.
- Famous endorsements.
- Product viability.
- Future of the merged products. Future for your brand.

ASSIGNMENT REQUIREMENTS

Part A - Video Planning Document

Students are required to submit the following for the planning portion of their assignment:

- A completed PDF document, including the following criteria:
    - Designed title page, with rebrand name/logo and student information
    - A written script of your rebrand story
    - Onscreen 'key text' for the video, based off of your script
    - Moodboard, show colour scheme, fonts, images, textures to invoke the visual style

- Minimum 2 music choices (royalty free)
- Minimum 2 style frames (research style frames)
- At least 3 links to video inspiration for your video

Part B - Video Edit & Final Video

Students are required to submit the following for the video editing and final video portion of the assignment.

• A completed, h.264 compressed video in .mp4 format
• Adobe Premiere file (.prproj)
• A shareable link (Google Drive or dropbox.com) to download the video assets for the project

TECHNICAL REQUIREMENTS

Video Render Settings

Aspect ratio: 16:9
Size: 1920 x 1080 pixels
Duration: roughly 2 minutes in length
Frame rate: 24 fps
Music/Audio: Must contain music
Colour correction and grading: Yes
B-Roll Footage: Yes
Call to action: Yes
Compression: h.264
Video Format: .mp4

STOCK VIDEO SITES

Pexels.com
Pixabay.com
Videvo.net
Bensound.com

GRADING SCHEME

Part A - Video Planning (8% of final grade)

1. Designed title page, with appropriate information: 5 marks
2. A written script of your story: 15 marks
3. Onscreen text for the video, based off of your script: 2 marks
4. Moodboard: 6 marks
5. Two Music choices: 2 marks
6. Two Style frames: 2 marks
7. At least 3 links to video inspiration for your video: 3 marks

35 marks total for this portion of the project.

Part B - Video Editing & Final Video (12% of final grade)

1. Technical Video Requirements followed - 15 marks
2. Overall editing, colour grading, call to action, brand awareness, creative storytelling and completion - 50 marks

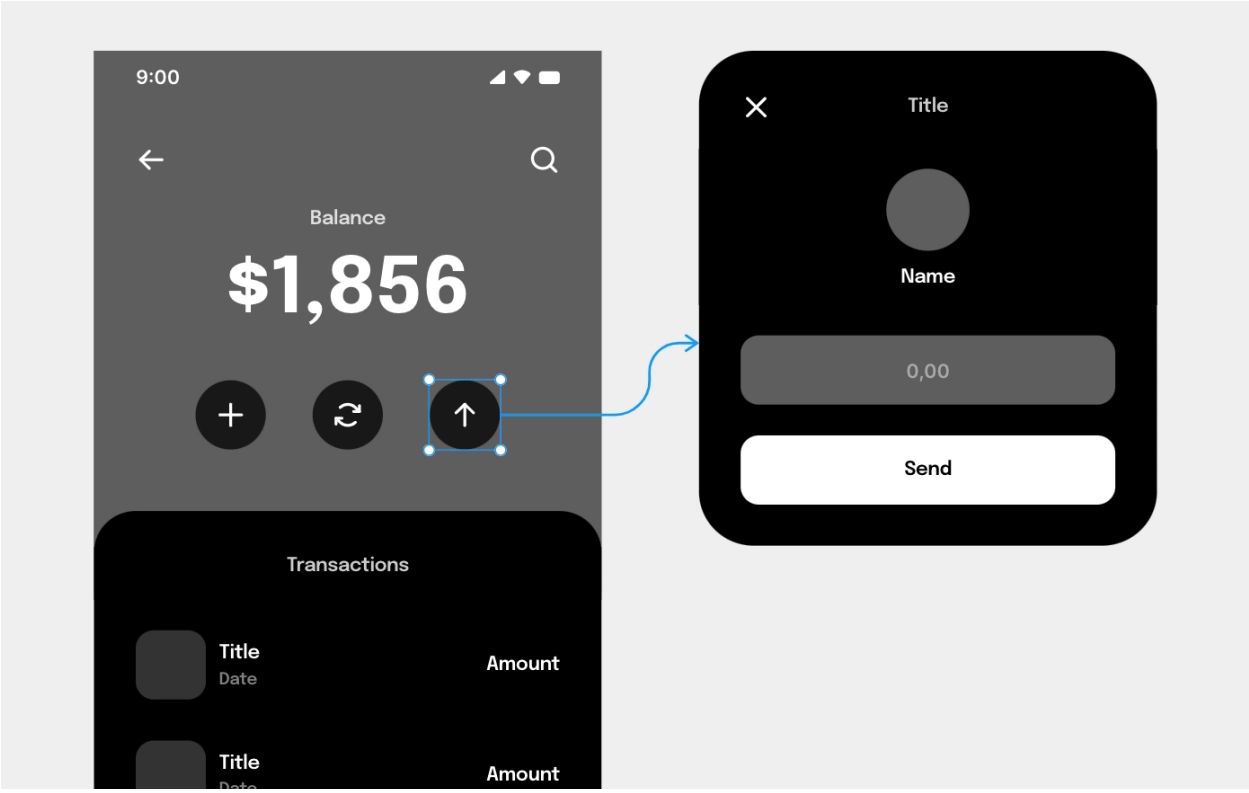
65 marks total for this portion of the project.

SUBMISSION REQUIREMENTS & DUE DATE

Submit your zip file with proper naming conventions (Lastname_Firstname_Assignmentname.zip) into Major Assignment FOL Submission Dropbox (20% of final grade). Rar files will not be accepted.

Part A – Due Week 8 – Start of class.
Part B – Due Week 11 – March 19th, 2023 5:00 PM EST.

MIDTERM - FIP



Each team is required to create a low fidelity mobile, tablet and desktop website prototype in Adobe XD, using all the wireframes they have created for the pre-planning stage of their website design. The low fidelity prototype will aid in working out any 'kinks' in the functionality of the website.

Using detailed wireframes designed, students will prototype out their website to demonstrate the functionality of their desktop, tablet and mobile websites. Students will identify and explain in the provided Functionality Discover document any UX (User Experience), UI (User Interface) or general functionality issues they discovered and/or resolved during the prototyping process.

Students will also be required to make sure that every link that is on each wireframe page links somewhere. Meaning, if you have a link in your wireframe's text it needs to link to a 'default' page or somewhere else on the page.

DELIVERABLES

• A shareable link of their low fidelity prototype created using Adobe XD
• The Adobe XD file
• The completed Functionality Discover document in PDF format

GRADING SCHEME

Following instructions: 10 marks
Functionality Discover document: 10 marks
Mobile, Tablet & Desktop detailed wireframes completed: 30 marks
Overall finished low fidelity prototype: 50 marks
Total: 100 marks

SUBMISSION REQUIREMENTS & DUE DATE

Submit your zip file with proper naming conventions (Lastname_Firstname_Assignmentname.zip) to the FOL's Submissions Dropbox. (15% of final grade). Rar files will not be accepted.

Due Week 6 – February 5th, 2023 5:00 PM EST.

FIP - FINAL INTEGRATED PROJECT

Each team/student is required to create a high fidelity mobile, tablet and desktop website prototype in Adobe XD, using the groups/students static final website design and layout.

- This prototype will be created in Adobe XD.
- The prototype's functionality will be as close as possible to the final coded website.

DELIVERABLES

• A shareable link of the fully finished high fidelity prototype for mobile, tablet and desktop created in Adobe XD
• The Adobe XD file(s)

GRADING SCHEME*

Overall Desktop High Fidelity Prototype: 25 marks
Overall Tablet High Fidelity Prototype: 25 marks
Overall Mobile High Fidelity Prototype: 25 marks
Total mark: 75 marks

SUBMISSION REQUIREMENTS & DUE DATE

In the comments section of the assigned FOL's Submission dropbox, submit three shareable links (mobile, tablet and desktop) from Adobe XD for each prototype on the due date required. Also, upload your Adobe XD file to the FOL's Submission Dropbox.
(30% of final grade)

Due Week 14 – April 10th, 2023 5:00 PM EST.
Presentations – April 11th and 12th, 2023

ADDITIONAL INFORMATION

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offense that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the School of Digital and Performing Arts. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL Submission Dropbox, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.