COURSE SYLLABUS

DSN234: Multimedia for Graphic Design

Course Description

This course provides experience in various techniques for developing multimedia projects. Emphasis is placed on video compositing and special effects for output to broadcast media, the web, and mobile devices. Topics covered include combining images, text and sound effect components with voice-overs, exploring the creative process, and experiencing how Graphic Design specifically applies to the video production process.

General Course Information

Number of Units/Weeks	4 / 10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40 / 0 / 80
Prerequisite(s)	COM 134, COM 174
Co-requisites (s)	None
Course Developer(s)	Douglas Mooney, MBA and Jeanne Burch, BS
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

Upon successful completion of this course, the student will be able to:

1) Choose appropriate applications for multimedia production stages.

2) Apply special effects and filters during video editing.

3) Develop voiceovers for multimedia projects.

4) Create frame-by-frame, inbetween and shape tween animations.

5) Select suitable file format, frame rate, and compression for output to web, computer and mobile devices.

Instructional Methods Employed in this Course

Lecture and reading assignments
Hands-on exercises
Practical application of theory and skills
Demonstration videos

Information Resources for this Course

📖 Textbook

Mulltimedia:Making It Work ninth edition. Tay Vaughan (2014)

📁 **Other Materials**

TBD

✎ **Supplies**

TBD

🖱 **Web Site Readings**

TBD

Table/Topics & Assignments

Types of Assignments:

Lecture: Considered Lecture Hours

Classroom Discussion: Considered Lecture Hours

In Class Critique: Considered Lecture Hours

Delivering Oral Presentations: Considered Lecture Hours

In Class (IC) Exercises: Considered Lecture Hours

Reading: Considered Homework (HW), work done outside of class.

WebClass lessons (non-online courses): Considered HW, work done outside of class

Lab Work: Considered Lab Hours

Quiz, Midterm or Final: Considered Lecture Hours

Week 1

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Intro to class and demo of Flash animation, tools, importing as well as tween animation.	2.50				
LEC 1B	Flash animation	0.50				
IC EX 1A	Practice animation concepts with instructor guidance	1.00				
HW 1A	Read Chapters 1 & 2 (69 pages) Evaluated by HW 1B			6.90		By next class
HW 1B	Chapter Questions			3.00	10.00	By next class
HW 1C	Individual drawings of character in Illustrator per spec. sheet			3.00	40.00	By next class
Total Week 1		4.00	0.00	12.90	50.00	

Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Flash animation techniques: shape tween, frame by frame animation, lip-sync. Introduction to sound editing (Audacity)	3.00				

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
IC EX 2A	Project 1: Work on Flash animation of Character from Character Sheet (drawing class)	1.00				End of class
HW 2A	Read Chapters 3 & 4 (73 pages) Evaluated by HW 2B			7.30		By next class
HW 2B	Chapter Questions			3.00	10.00	By next class
HW 2C	Write script and record lip-sync for character animation per spec sheet (Audacity). Begin drawing character poses in Illustrator.			2.00	40.00	By next class
Total Week 2		4.00	0.00	12.30	50.00	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Review sound editing. Introduce garage band for copyright free music	0.50				
LEC 3B	Introduce Video compositing (Premiere)	1.50				
IC EX 3A	Project 1: Complete Character with lip-synch. Written paragraph describing the process and time tracking required.	2.00			100.00	End of class
HW 3A	Read Chapters 5 & 6 (51 pages) Evaluated by HW 3B			5.10		By next class
HW 3B	Chapter Questions			3.00	10.00	By next class
HW 3C	Write narrative for car commercial. Collect and edit, color correct and resize.			4.00	40.00	By next class
Total Week 3		4.00	0.00	12.10	150.00	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Continue video compositing, timing and transitions (Premiere)	1.75				
LEC 4B	Introduce Project 2: Still image commercial	0.25				
IC EX 4A	Project 2: Record narrative for car commercial (Audacity). Written paragraph describing the process and time tracking required.	2.00			50.00	End of class
HW 4A	Read Chapters 7 (49 pages) Evaluated by HW 4B			4.90		By next class

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
HW 4B	Chapter Questions			3.00	10.00	By next class
HW 4C	Collect and edit images for Project 3, car commercial per spec sheet. Edit images, titles and credits			5.00	40.00	By next class
Total Week 4		4.00	0.00	12.90	100.00	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
IC EX 5A	Work on Project 3 still image compositing	2.00				Due end of next class
EXAM 5A	Midterm LASA: Combine the provided voice-overs to make a narrative export as either a wave, aif or .mp3. Choose an appropriate sample rate and bit rate. Write a paragraph explaining your choices.	2.00			200.00	End of class
HW 5A	Read Chapter 8 (31 pages) Evaluated by HW 5B			3.10		By next class
HW 5B	Chapter Questions			3.00	10.00	By next class
HW 5C	Concept for Project 4 :Video shoot (Commercial) storyboard/script			6.00	40.00	By next class
Total Week 5		4.00	0.00	12.10	250.00	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Team dynamics and responsibilities in commercial video shoots, shooting video on location. Planning: wordrobe, actors, sound, shot list.	1.00				
IC EX 6A	Continue Project 3: Still image compositing, add narrative and music from Project 2. Written paragraph on process and reasons for your design desions required.	3.00			100.00	End of class
HW 6A	Read Chapter 9 (27 pages) Evaluated by HW 6B			2.70		By next class
HW 6B	Chapter Questions			3.00	10.00	By next class
HW 6C	Refine storyboard, shot list, costuming, narrative, script and scouting location per spec. sheet.			7.00	40.00	By next class
Total Week 6		4.00	0.00	12.70	150.00	

Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Brain storming and team assignments. Introduction to AfterEffects tools and key frames. Importing from Illustrator and Photoshop	1.00				
IC EX 7A	After Effects Exercise	3.00				End of class
HW 7A	Read Chapters 10 (34 pages) Evaluated by HW 7B			3.40		By next class
HW 7B	Chapter Questions			3.00	10.00	By next class
HW 7C	Shot selection and refinement of storyboard, continuity check, titles and credits			6.00	40.00	By next class
Total Week 7		4.00	0.00	12.40	50.00	

Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
IC EX 8A	On-site rain day video shoot, AfterEffects masks, nested compositions and export settings	4.00				
HW 8A	Read Chapter 11 (55 pages) Evaluated by HW 8B			5.50		By next class
HW 8B	Chapter Questions			3.00	10.00	By next class
HW 8C	Animate logo in AfterEffects per spec. sheet			4.00	40.00	By next class
Total Week 8		4.00	0.00	12.50	50.00	

Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
IC EX 9A	Project 4: Edit commercial and add special effects in AfterEffects, due for presentation week ten	4.00				End of class
HW 9A	Read Chapters 12-13 (57 pages) Evaluated by HW 9B			5.70		By next class
HW 9B	Chapter Questions			3.00	10.00	By next class
HW 9C	Finalize and collect ten images including logo and chart, edited still images, titles, charts in Illustrator and Photoshop per spec sheet. These will be used for your final LASA week 10.			4.00	40.00	By next class

| Total Week 9 | | 4.00 | 0.00 | 12.70 | 50.00 | |

Week 10

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
EXAM 10A	Final LASA: Intro for TV news show. Composite ten images, add the provided narrative and background copyright free music. Use specialized filters and transitions of your choice. Use at least one mask. Export three versions for use on computer, web and mobile device. Make sure to use proper frame rate, compression and size. Write a descriptive paragraph on the reasons for your decisions. Also describe in detail shooting a video on location.	3.00			200.00	Three hour time limit
LEC 10A	Presentations, Project 4 due (team video shoot)	1.00			150.00	End of class
Total Week 10		4.00	0.00	0.00	350.00	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Intro to class, Flash animation, tools, importing and tween	4.00	0.00	12.90
2	Animation techniques, sound editing	4.00	0.00	12.30
3	Sound editing and copyright free music	4.00	0.00	12.10
4	Continue video compositing, timing and transitions	4.00	0.00	12.90
5	Midterm LASA	4.00	0.00	12.10
6	Team dynamics in commercial video shoots, shooting video on location. Planning video shoots	4.00	0.00	12.70
7	Introduction to AfterEffects tools and keyframes. Importing from Illustrator and Photoshop	4.00	0.00	12.40
8	On-site rain day video shoot. AfterEffects masks, nested compositions and export settings	4.00	0.00	12.50

9	Edit commercial and add special effects in AfterEffects	4.00	0.00	12.70
10	Final LASA	4.00	0.00	0.00
Total		40.00	0.00	112.60

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
Chapter Questions (weeks 1-9)	90.00	9.00%
Homework Assignments (weeks 1-9)	90.00	9.00%
Graded Projects	420.00	15.00%
Midterm LASA	200.00	20.00%
Final LASA	200.00	20.00%
Total	1000.00	73.00%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:
The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2

70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must be

1-24 hours after due date = 20% off point value

25-48 hours after due date = 60% off point value

49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.