Department of Information Sciences and Technology

Volgenau School Engineering

IT213 Multimedia and Web Design
Spring 2016

Syllabus

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Faculty and Staff

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TBA

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Course Description

IT Information Technology
213 Multimedia and Web Design (3:2:1) *Prerequisite: IT 103 or permission of instructor.* Through lecture, class demonstration, class discussion, and hands-on lab experience, focuses on the design and development of attractive and accessible websites with multimedia components. Introduces and discusses technological, aesthetic, and human factors.

Prerequisites

The prerequisite for this course is IT 103 (or permission of instructor). A grade of "C" or better **must** be achieved in the prerequisite course **before** a student is qualified to take this course. The prerequisite course must be completed prior to, not concurrently with, this course.

Rationale

IT applications are increasingly Web-based, incorporate graphical user interfaces (GUIs) and a variety of media types. This course is intended to provide an introduction to multimedia and Web design and develop understanding of the associated technological, aesthetic and human factors.

Through lecture, class demonstration, discussion and lab experience, students will have a fundamental understanding of how multimedia products are created from both the business perspective and hands-on design and engineering perspectives.

Course Outcomes

On successful completion of this course, students will be able to:
- Understand fundamental Web design principles and technologies
- Understand the detailed design plan required to create a successful Web site that considers audience needs, accessibility features, and various technical issues
- Understand the coverage of ownership, permissions, and copyright issues
- Incorporate text, images, animation, sound, and video into Web pages
- Create an accessible and full-feature Website with popular multimedia authoring tools, such as Adobe Dreamweaver, Flash, and Photoshop

Supported Student Outcomes at the Program Level

- (b) An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
- (c) An ability to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs
- (i) An ability to use current techniques, skills, and tools necessary for computing practice

Major Topics

- Multimedia Web Design Process and Principles
- Writing for Multimedia Web and Typography
- Color and Graphics
- Animation and Interactivity
- Audio and Video
- Web Accessibility
- Copyrights and Fair Use
- Static and Dynamic Web Sites
- Testing, Publishing, Marketing, and Maintaining a Web Site
- Creating accessible and full-feature Websites with popular multimedia authoring tools

Textbooks

There are two required textbooks for this course:

Web Design: Introductory Concepts and Techniques, **5th Edition**
Jennifer T. Campbell
2014; Course Technology

ISBN-10: 1285170628; ISBN-13: 9781285170626

The Web Collection Revealed Creative Cloud (Featuring Dreamweaver, Photoshop, Flash), **Special Edition for IT213, George Mason University**
Reding, Bishop, Shuman, & Vodnik
2015; Course Technology

ISBN-10: 1337032204 | ISBN-13: 9781337032209 (Printed book, purchased from the GMU bookstore)

Grading

Grades will be awarded in accordance with the GMU Grading System for undergraduate students. See http://www.gmu.edu/catalog/apolicies/ under Grading System for more information.

Letter grades will be assigned according to the following scale:

Numeric Score	Letter Grade	
97 – 100	A+	Passing
93 – 96	A	Passing
90 – 92	A–	Passing
87 – 89	B+	Passing
83 – 86	B	Passing
80 – 82	B–	Passing
77 – 79	C+	Passing
73 – 76	C	Passing
70 – 72	C-	*Passing**
60 – 69	D	*Passing**
0 – 59	F	**Failing**

* Grades of "C-" and "D" are considered passing grades for undergraduate courses. However, a minimum grade of "C" is required in the BSIT program for any course that is a prerequisite for one or more other courses. This course is a prerequisite for several courses in BSIT Concentrations – see http://www.gmu.edu/catalog/courses/it.html for more information on those courses.

Final grades will be determined based on the following components:

Total Points	**100%**
Midterm Exam	10%
Final Exam	15%
Projects (5) & Presentation	45%
Lab Assignments (12)	25%
Lecture Quizzes	5%
Bonus Points	max 5%

Project includes:
Project 1: Review (5%)
Project 2: Storyboards (10%)
Project 3: Logo (5%)
Project 4: Flash Commercial (10%)
Project 5: Web-enabled Multimedia Site (10%)
Project Presentation (5%)

These components are outlined in the following sections.

Exams:
There will be a midterm and a final exam, both closed-books in class.

Projects:
Students are required to complete five projects in this course and give a final presentation in the last class. For more information about the projects, check the Project folder on Blackboard. Projects are always due at 11:00PM on the listed due date. **Late submission will not be accepted.**

Lab Assignments:
Students are required to complete twelve lab assignments in this course. For lab schedule and due dates, check the Lab section on Blackboard. The lab exercises will help you practice development skills and prepare for the projects. Students are encouraged to complete the lab assignments in class during lab time; however, **extra time outside of the lab time is often needed**. Lab assignments are always due at 11:00PM on the 5th day from the class in which the assignment is given. **Late submission will not be accepted.**

Lecture Quizzes:
A total of five quizzes will be conducted in selected lecture sessions throughout the semester. Quizzes will **not** be announced in advance. Any student who misses a lecture quiz for any reason will receive zero (0) for that quiz.

Important Dates

Last day to add classes	January 26
Last day to drop with no tuition penalty	January 26
Selective Withdrawal Period	February 22– March 25

See http://registrar.gmu.edu/calendars for more information.

Religious Holidays

A list of religious holidays is available on the University Life Calendar page. Any student whose religious observance conflicts with a scheduled course activity must contact the Instructor **at least 2 weeks in advance** of the conflict date in order to make alternative arrangements.

Attendance Policy

Students are expected to attend each class, to complete any required preparatory work and to participate actively in lectures, discussions and exercises. As members of the academic community, all students are expected to contribute regardless of their proficiency with the subject matter.

Students are expected to make prior arrangements with Instructor if they know in advance that they will miss any class and to consult with the Instructor as soon as possible if they miss any class without prior notice. Students who anticipate absences are discouraged from taking the class.

Departmental policy requires students to take exams at the scheduled time and place, unless there are truly compelling circumstances supported by appropriate documentation. Except in such circumstances, failure to attend a scheduled exam will result in a score of zero (0) for that exam, in accordance with Mason policy on final exams. Students should not make travel plans or other discretionary arrangements that conflict with scheduled classes and/or exams. If the University is closed due to weather or other unforeseen conditions, final exams may be rescheduled. Contact the instructor in advance if you have a serious problem that prevents you from meeting course requirements.

Classroom conduct

Students are expected to conduct themselves in a manner that is conducive to learning, as directed by the Instructor. Any student who negatively impacts the opportunity for other students to learn will be warned – if disruptive behavior continues, the student will be asked to leave the classroom.

Electronic devices are potential distractions in the classroom environment. Cell phones, pagers and other handheld devices must be turned off or set to "silent" mode and not used while class is in session. Laptop computers and similar devices may be used only if such use is directly related to the classroom activity in progress – for some activities the Instructor may require that such devices not be used in order to maximize student engagement.

Communications

Registered students will be given access to a section of the Blackboard Learning System for this course. Blackboard will used as the primary mechanism (outside of lectures) to disseminate course information, including announcements, lecture slides, homework and other assignments, and scores for homework and exams.

Communication with the Instructor on issues relating to the individual student should be conducted using GMU email, via telephone, or in person - **not** in the public forums on Blackboard. Email is

the preferred method. Federal privacy law and GMU policy require that any communication with a student related in any way to a student's status be conducted using secure GMU systems – if you use email to communicate with the Instructor you **MUST** send messages from your GMU email account.

Lecture slides are complements to the lecture process, not substitutes for it - access to lecture slides will be provided in Blackboard as a courtesy to students provided acceptable attendance is maintained.

All course materials (lecture slides, assignment specifications, *etc*) are published on Blackboard. This allows users of most computing platforms to view and print these files. Microsoft® Word (or a compatible word processing application) is required for preparing assignments – it is available on computers in the Mason open labs.

Privacy

Instructors respect and protect the privacy of information related to individual students.

As described above, issues relating to an individual student will discussed via email, telephone or in person. Instructors will not discuss issues relating to an individual student with other students (or anyone without a need to know) without prior permission of the student.

Assessable work other than final exams will be returned to individual students directly by the Instructor (or by a faculty or staff member or a Teaching Assistant designated by the Instructor, or via another secure method). Under no circumstances will a student's graded work be returned to another student. Faculty and staff will take care to protect the privacy of each student's scores and grades.

Disability Accommodations

The Office of Disability Services (ODS) works with disabled students to arrange for appropriate accommodations to ensure equal access to university services. Any student with a disability of any kind is strongly encouraged to register with ODS as soon as possible and take advantage of the services offered.

Accommodations for disabled students **must** be made in advance – ODS cannot assist students retroactively, and at least one week's notice is required for special accommodations related to exams. Any student who needs accommodation should contact the Instructor during the first week of the semester so the sufficient time is allowed to make arrangements.

Honor Code

All members of the Mason community are expected to uphold the principles of scholarly ethics. Similarly, graduating students are bound by the ethical requirements of the professional communities they join. The ethics requirements for some of the communities relevant to Applied IT graduates are available via the following links:

- ACM Code of Ethics and Professional Conduct
- IEEE Code of Ethics
- EC-Council Code of Ethics

On admission to Mason, students agree to comply with the requirements of the Honor Code at George Mason University. Student members of the George Mason University community pledge not to **cheat**, **plagiarize**, **steal**, and/or **lie** in matters related to academic work. The Honor Code will be strictly enforced in this course.

Any use of the words or ideas of another person(s), without explicit attribution that clearly identifies the material used and its source in an appropriate manner, is **plagiarism** and will not be tolerated. The Instructor reserves the right to use manual and/or automated means (including such services as Turnitin.com) to detect plagiarism in any work submitted by students for this course, and to direct Teaching Assistants and/or other faculty and/or staff members to do likewise in support of this course.

WARNING! This course has a zero tolerance policy for violations of the Honor Code. There are no second chances. Offenses carry the following minimum recommended sanctions:

Level 1 Offenses, such as cheating on an assignment (working together when not allowed)
1st Offense: 0 on the assignment, one letter grade (10%) reduction in the final grade, and the academic integrity seminar
2nd Offense: F in the course, and one semester academic suspension
3rd Offense: F in the course and expulsion from the University

Level 2 Offenses, such as cheating on an exam, posting to a website for a partial or completed solution to an assignment (chegg.com, homeworkmarket.com, rentacoder.com, etc.)
1st Offense: F in the course and the academic integrity seminar
2nd Offense: F in the course, and one year academic suspension
3rd Offense: F in the course and expulsion from the University

For this course, the following requirements are specified:

- All assessable work is to be prepared by the individual student, unless the Instructor explicitly directs otherwise.
- All work must be newly created by the individual student for this course for this semester. Any usage of work developed for another course, or for this course in a prior semester, is strictly prohibited without prior approval from the instructor.

