HU3642: Fall 2003

INTRODUCTION TO MULTIMEDIA DEVELOPMENT

Dr. Erin Smith

OFFICE 343 Walker
OFFICE HOURS T/Th 2:00 – 3:00, F 1:00-2:00 and by appointment
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CLASS WEBSITE http://www.hu.mtu.edu/smitherin/hu3642/
TIME AND PLACE T/Th 3:35 – 4:50, 134 Walker

COURSE DESCRIPTION

This course is designed to help you engage thoughtfully and creatively—as both designers and users—with the dynamics of multimedia development. To this end, we'll be exploring:

- creative and technical dimensions of different digital media forms and how to integrate them;
- different genres of multimedia, such as commercial websites, games, artwork, and digital film;
- interactivity and usability in multimedia development;
- strategies for managing multimedia projects;
- implications (rhetorical, philosophical, practical) of new media development

We'll be addressing these issues in two main units over the course of the semester (see below).

MATERIALS NEEDED

Equipment (for checkout or your personal equipment)

<table>
<thead>
<tr>
<th>Available for Checkout from 3rd Floor Office*</th>
<th>Checkout from Me</th>
<th>You Provide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Cameras</td>
<td>Mini-Disk</td>
<td>Headphones</td>
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<tr>
<td>Mini-DV Cameras</td>
<td>Recorders/Microphones/Headphones for first project</td>
<td>[See the last page about possible purchases you might consider if you are getting a media certificate.]</td>
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<tr>
<td>Tripods</td>
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<td>Microphones</td>
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* Equipment will now be checked out from the 3rd floor office by either Sue Niemi or Kim Puuri. The system for this isn't fully in place yet, but will be posted here or on the CCLI website when it is.

IMPORTANT NOTE: Many people need to use a very limited number of cameras, etc. To make the system work, you need to plan ahead and respect the time limits of your reservation. Do not reserve or checkout equipment just to keep it around for when you need it.
Media

You should budget for all of the media listed below. How much and what you will need may vary, be prepared to acquire these things as needed.

- CDs and/or DVD-R and jewel cases for projects you turn in or share with other students
- Mini-Disk (MD) for use with Sony Recorders
- Mini-CDs for use with the Sony Mavica
- Mini-DV or Hi-8 tapes for digital video production

ANOTHER IMPORTANT NOTE: I will not accept work that isn’t properly labeled and protected. Each project disk that you submit to me should have on it:

1. the course name
2. your name
3. the project name and version number
4. date

PROJECT WORK AND GRADE DISTRIBUTION

Unit I. Engaging Environment [Weeks 1-7]

During the first half of the semester, we will be exploring different sensory and conceptual aspects of creating, presenting and occupying local environments. You will be creating a multimedia piece that creatively depicts a particular local environment [not the CCLI or Walker].

This project will take place in stages, including:

- a sound walk (5%)
- a sound montage depicting an environment (10%)
- a concept analysis of the environment, where you explore further the rhetorical dimensions of your piece (5%)
- visual and motion development of the piece (15%)
- written plan for interactive development within the environment (5%)

Total grade percentage for Unit I elements: 40%

Unit II. Managing and Developing a Multimedia Project [Weeks 8-14]

In the final half of the semester, you will work in small groups to develop a multimedia prototype for a client. We’ll discuss client selection later in the semester. Building on concepts we cover the first half of the semester, this project will focus on the process of multimedia development, from initial concept to usability.

In addition to the final website, this project will require:

- a project proposal, including an audience and media environment analysis and timeline (10%)
- team worklog (5%)
• storyboards (5%)
• preliminary usability test (5%)
• The completed prototype will be worth an additional 20%.

**Total grade percentage for Unit II elements: 45%**

A final 10% of your grade will be for class participation and short, informal assignments that will be graded on a 1 - 5 point scale.

**ATTENDANCE**

Come to class. To meet the requirements of the class, you must be present to participate in these activities and in class discussion. You have five absences that should be used (or reserved) to cover illness or unexpected emergencies. **If you miss more than five classes, your final grade will be decreased by 1/2 grade per absence. If you must miss class, send me an email memo prior to your absence. You are responsible for any material covered or due on the date you missed.**

**HELP WITH WRITING**

I strongly encourage you to use the Writing Center and invite you to come see me as well. Writing is a process that involves planning, writing, revising, thinking, rethinking, and rewriting. No matter how successful you have been as a writer, you will benefit from a chance to discuss your work with more experienced writing coaches. I build a process into my syllabus to help you succeed as writers in my course. The Writing Center can help you develop as a writer this semester and throughout your college career.

**ABOUT PLAGIARISM AND INTELLECTUAL PROPERTY**

This is a very complicated issue, as I’m sure you already know – particularly where music is concerned. We’ll by talking about this quite a bit in class, but it’s probably a good idea to start teaching yourself to work within the laws about music use in your pieces.

**THE AMERICANS WITH DISABILITIES ACT**

MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990 (ADA). If you have a disability and need a reasonable accommodation for equal access to education or services at MTU, please call Dr. Gloria Melton, Associate Dean of Students (7-2212). For other concerns about discrimination, you may contact your advisor, your department head, or the Affirmative Action Office (7-3310).

**AND, FINALLY . . .**

The syllabus and website are meant as a guide to the course. I reserve the right to revise assignments and deadlines, but I will always give you notice and a reason. Generally, such changes will occur in order to help you.
Some Equipment You Might Consider Purchasing
(at some point)

1) Portable firewire or USB hard drive

Multimedia Development requires a lot of storage space. Really. A lot. For this reason, when you work in the CCLI, you must save your projects to the local CI Classes disk (which is specific to the computer you are working on) and not to your home directories. Big project files do not travel well over the network. They can only take little trips to your local drive.

I highly recommend making an investment in a portable 20/40/60 GB firewire drive. This allows you to store huge files on your disk, which you can then plug in to most of the Macintoshes.

2) Digital or Mini-DV Camera

Although you can check out this equipment from the CCLI, it can be a hassle if you are really into this kind of media work. At some point, you might want to think about investing in a camera or dv-camera of your own. Depending on what kind of work you do, most of these products now do both still and motion photography. Cameras are generally better for still work, dv-cameras for video.