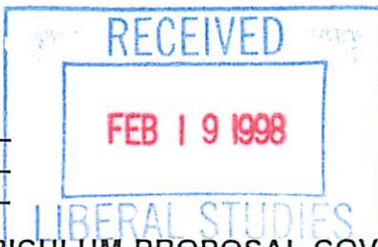LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____

UWUCC USE Only
Number: 97-52jj
Submission Date: _____
Action-Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. **CONTACT**

Contact Person __Paul Kornfeld_____ Phone __2492____

Department _____Communications Media_____

II. **PROPOSAL TYPE (Check All Appropriate Lines)**

__X___ **COURSE** __Multimedia Production_____
Suggested 20 character title

__X__ New Course* __CM 440 Multimedia Production_____
Course Number and Full Title

_____ Course Revision _____
Course Number and Full Title

_____ Liberal Studies Approval + _____
for new or existing course   Course Number and Full Title

_____ Course Deletion _____
Course Number and Full Title

_____ Number and/or Title Change_____
Old Number and/or Full Old Title

_____
New Number and/or Full New Title

_____ Course or Catalog Description Change _____
Course Number and Full Title

_____ **PROGRAM:** _____ Major _____ Minor _____ Track

_____ New Program* _____
Program Name

_____ Program Revision* _____
Program Name

_____ Program Deletion* _____
Program Name

_____ Title Change _____
Old Program Name

_____
New Program Name

III. **Approvals (signatures and date)**

B Hawkson 12/15/97
Department Curriculum Committee

Rob P. West 12/17/97
Department Chair

_____ 2/18/98
College Curriculum Committee

_____ 2/18/98
College Dean

+Director of Liberal Studies (where applicable)

_____ 2/18/97
*Provost (where applicable)

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Part II. Description of Curriculum Change

1. Syllabus of record

I. Catalog description

CM 440 Multimedia Production

3 credits
3 Lecture/Lab
0 Lab hrs
(3c-0 1-3sh)

Prerequisites: CM 240 or permission of the instructor

The student will learn the processes and techniques of planning, designing, and producing used with interactive multimedia. The course will provide hands on experiences in the use of graphics, audio, animation, video, and authoring software applications to produce an aesthetically acceptable product that meets specific objectives. The course is designed to meet the needs of educational media, corporate training, and communications specialists.

II. Course objectives

At the conclusion of the course the students will:

• be aware of the applications of multimedia in industry, government, and education;
• be aware of the professional specialist employed by the multimedia industry;
• utilize various kinds of hardware and software used to produce multimedia;
• apply sound, video, photographs and graphics in a multimedia production;
• apply the process used to plan and produce multimedia;
• and demonstrate an ability to plan and produce an interactive multimedia project.

III. Course outline

Week #1 (3 class hours)
    • Introduction and Course requirements
    •The Multimedia Industry
        -Definition of multimedia
        -Role of multimedia in industry, government, education, and entertainment
        -types of multimedia projects
        -specialist employed by the multimedia industry

Week #2 (3 class hours)
    • Production Process
        -Models
            --movie industry model
            --publishing industry model
        - Defining objectives and scope of project
        - Production time line
        - Budgeting
        - Marketing/distribution

Week #3 (3 class hours)
  • Design structures
      - linear
      - Branching
      - simulation
      - Hierarchy and Flattened Hierarchy
      - Multitrack
      - modular
      - Virtual space

Week #4 (3 class hours)
  • Design and production process process:
      - brainstorming and storyboarding
      - flow chart (navigation)
      - Functional spec
      - prototypes/user testing
      - media production
      - authoring
      - final production (testing, debugging)

Week #5 (3 class hours)
  • Authoring tools: strengths and weaknesses
      - Proprietary vs. off the shelf
      - Types
            -- flow chart (ex. Authorware)
            -- time based (ex. Director)
            -- stack/cards (ex. Supercard)
            -- object oriented (ex. metropolis)

Week #6 (3 class hours)
  • User Interface design

Week #7 (1.5 class hours)
Test #1

Weeks #7-9 (7.5 class hours)
  • Introduction to authoring and media production
      -Authoring tools (MacroMedia Director
      - Graphics
      - Animation

Weeks # 10-13 (12 class hours)
  •Authoring and media production
            -- Video
            -- Audio
            -- Introduction to scripting

Week #14 (1.5 class hours)

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Copyright and other legal considerations
Future directions and social and economic concerns.

Week #14 (1.5 class hours)
Test #2

IV. Evaluation methods

Evaluation methods will vary from instructor to instructor. The following is representative of an evaluation method:

20 % Exams: Two exams will be given based upon the reading assignments and lecture discussions. Each exam will be weighted as 10% of the final grade.

60 % Exercises: Students will use industrial grade software (e.g. Adobe Photoshop, Adobe Illustrator, Macromedia Director, and Macromedia Sound Edit 16) to demonstrate a mastery of production concepts, processes, and techniques for the following: graphics, animation/ video, audio production and multimedia authoring.
   a. 10 % Interface design/graphics
   b. 10 % Audio
   c. 15 % Animation/video
   e. 25% Authoring
20 % Final project: Each student will be assigned to a two or three person production team that will propose, design, and produce a 10-15 minute multimedia production on a topic approved by the instructor. The final project will include a project proposal, story board, flow chart, and functional spec in the form of a written document that will conforms to standards acceptable to industry. The final interactive production will be evaluated in terms of it's ffectiveness in meeting the objectives set forth in the proposal. It will also be evaluated in terms of the appropriate use of authoring concepts and media to produce an aesthetically acceptable product.

Final projects will be presented during the scheduled final exam time.

Grading Scale: Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%   = A
80-89%   = B
70-79%   = C
60-69%   = D
below 60%   = F

V. Required textbooks, supplemental books and readings

Vaughan, Peter and Tim Vaughn. (1997). <u>Director Close-up: Interactivity & Animation.</u> Wadsworth Publishing: New York.

Lopuck, Lisa (1996). <u>Designing Multimedia: A visual Guide to Multimedia and Online Graphic Design,</u> Berkeley: Peachpit Press.

VI. Special resource requirements

Each student will be required to supply a ZIP disk.

VII. Bibliography

Apple Computer, Inc.(1994). <u>Multimedia Demystified.</u> New York: Random House.

Apple Computer, Inc. (1994). <u>Electronic Guide to Macintosh Human InterfaceDesign.</u> Reading: Addison-Wesley.

Burger, Jeff (1995). <u>Multimedia for Decision makers: A business Primer,</u> Reading: Addison-Wesley Publishers Ltd.

Burger , Jeff (1993). <u>The Desktop Multimedia Bible,</u> Reading: Addison-Wesley Publishers Ltd.

Fisher,Scott (1994). <u>Multimedia Authoring, AP Professional.</u> Orlando: Harcourt Brace.

Fowler, Susan and Victor Stanwick (1995). <u>The GUI Style Guide</u> AP Professional.

Gehris, Dennis (1997).<u>Using MultimediaTools and Applications on the Internet.</u> New York:Wadsworth Publishing Co.

Gonzalez, Rafael C. and Richard E. Woods (1992). <u>Digital Image Processing.</u> Reading: Addison-Wesley.

Koegel Buford,John F. (1994). Contributing Editor,<u> Multimedia Systems,</u>Reading: Addison-Wesley.

Laurel, Brenda (1990). <u>The Art of Human-Computer Interface Design.</u> Reading: Addison-Wesley Publishing Co.

Lopuck, Lisa (1996). <u> Designing Multimedia: A visual Guide to Multimedia Online Graphic Design,</u> Berkeley: Peachpit Press.

MacNicol, Gregory (1992). <u>Desktop Computer Animation.</u> Boston: Focal Press.

Murray, James D. and William vanRyper (1994). <u>Encyclopedia of Graphics File Formats.</u> Sebastopal: O'Reilly & Associates, Inc.

Petrik, Paula and Ben Dubrovsky (1997). <u>Creating and Designing Multimedia with Director</u>. Upper Saddle River: Prentice Hall.

Perry, Paul. (1994). <u>Multimedia Developer's Guide</u>. Sams Publishing.

Persidsky, Andre, and Helmut Kobler (1995) <u>Director for Macintosh</u>. Berkeley: Peachpit Press.

Shuman, James E. (1997) <u>Multimedia in Action</u>. New York: Wadsworth.

Stansberry, Domenic (1997). <u>Labyrinths: The Art of Interactive Writing & Design.</u> Bellmont:Wadsworth

Tay ,Vaughn (1996). <u>Multimedia:Making it Work</u>. Berkley: Osborn/McGraw-Hill.

Vaughan, Peter and Tim Vaughn (1997). <u>Director Close-up: Interactivity & Animation.</u> New York:Wadsworth Publishing Co.

Watkinson, John (1994). <u>The Art of Digital Audio</u>, 2nd Edition. Focal Press.

Course Analysis Questionnaire

Section A: Details of the Course

(A1) This course is an elective for students with a major or minor in Communications Media. The course is not intended for inclusion in the Liberal Studies Program.

(A2) The course will neither supplant nor require changes in the content of existing courses or requirements for other programs.

(A3) This course has been offered on a Special Topics basis as CM 481, Multimedia Production, in the Fall of 1995 and the Spring of 1996. Both sections sections closed at the maximum enrollment of 17 students.

(A4) This course will not be offered on a dual level basis.

(A5) This course will not be offered for variable credit

(A6) Ithaca College: Park School of Communications: 25-350 Interactive Multimedia

(A7) The content of this course is not required or recommended by an accrediting body, professional society, law or other external agency. The results of a recent 5-year review by the Communications Media Department clearly indicated a need for instruction in this area.

Section B: Interdisciplinary Implications

(B1) This course will be taught by one instructor, a member of the Department of Communications Media.

(B2) Computer Science, Communicatons Media, and Information Management, entitled Internet and Multimedia (BE/CO/CM/IM 201), may have some overlap in content. However, the major focus of this joint venture is information literacy and the evaluation of multimedia resources and information available from electronic networks. By contrast, CM 440, is a media production course that is specifically designed to meet the needs of future educational media, training, and communications specialists.

(B3) Seats for continuing education students will be available as needed.

Section C. Implementation

(C1) No new faculty are needed to teach this course

(C2) a. No additional space is needed to teach this course.
b. The course will be offered in the Department of Communications Media's Multimedia Graphics Laboratory which has 17 Power Macintosh computers and two laser printers and the necessary software. The lab is connected to the University fiber optic infrastructure. Additional computer memory and a video boards will need to be purchased. However, the department budget is sufficient to maintain the lab.
c. No money will be needed for travel

(C3) No grant funds are associated with this course

(C4) This course will be offered at least once during each academic year.

(C5) One section of this course will be offered each time.

(C6) Seventeen students will be accommodated in this course. The lab activities restricts enrollment to this number.

(C7) No professional society recommends enrollment limits for a course of this nature.

D. Miscellaneous

No additional information is necessary.

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