

MARYMOUNT MANHATTAN COLLEGE * COMMUNICATION ARTS DEPT.
THERESA LANG CENTER FOR PRODUCING

MULTIMEDIA I

COMM 225

This course is offered every semester.

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COURSE DESCRIPTION

An Introduction to Philosophy, Design and Production. From the words, fonts, pictures, colors and layout of an automobile ad to a textbook where a screen has replaced pages, from a cutting edge interactive game to an encyclopedia accessed in sound and motion through a CD-ROM, from a motion picture placing real actors in a world of cartoon animation to surfing the World Wide Web and the creation of virtual realities, the digital revolution has arrived. The first semester of this two-semester sequential course will introduce the student to the growing variety of multimedia materials, programs, techniques and applications as they affect virtually every aspect of our culture. The reasons for their growth and the implications of their message will be the backbone of a course that explores "how it works" and "what it means." Students will be given an introduction to the multimedia capacities of the computer, and will be exposed, through hands-on application, to a wide range of programs from page design, to desktop video, to interactive projects by working with such programs as Pagemaker, Quark, Photoshop and Premire. Finally, students will be given the tools to effectively review, analyze, and critique various uses, abuses, and potentials of technology. Lab included. Prerequisite: COMM 131

TEXTS

- *The Non-Designer's Web Book* by Robin Williams
- *The Non-Designer's Design Book* by Robin Williams

STUDENT GOALS

As a result of taking this course, students will:

Gain a thorough understanding of file and project management

Learn a basic vocabulary for describing and critiquing visual design and layout

Gain basic experience in Web publishing, image editing, sound editing and animation

Increase knowledge of interface design and how it relates to delivering content on the Internet.

Begin to learn the process of developing and producing digital projects

Practice presenting creative ideas and receiving constructive criticism; practice giving constructive criticism of other people's work

GRADING

Grading will be based 30% on class participation and 70% on assignments turned in to the instructor. Class attendance and participation are essential. Consistent attendance and active participation in all discussion and critiques is essential. Critiques will be fundamental to the development of your critical vocabulary. Texts are also an important component, and each student is required to read and respond to any texts assigned, as well as course handouts. Most importantly, the careful and timely execution of all assignments is mandatory. Arriving to class late or leaving early more than twice in a semester will negatively affect your class participation grade. Students who miss more than three classes will drop a letter grade automatically. Assignments will be evaluated based on improvement of performance over the semester and the following criteria:

- A - The student's work meets the minimum all requirements of the assignment, and exceeds most of them
- B - The student's work meets all the minimum requirements of the assignment, and exceeds some, but not most, of them
- C - The student's work meets all the minimum requirements of the assignment.
- D - The student's work fails to meet some, but not most, of the minimum requirements of the assignment.
- F - The student's work fails to meet most or all of the minimum requirements of the assignment.

ASSIGNMENTS

All work must be submitted for critique on the due date. You must show work during class to receive a grade. If you fail to hand your assignments in on time, your final grade could be adversely affected.

You are responsible for backing up your work.

Work submitted by the deadline may be revised for re-evaluation. Resubmitted work must include substantial revision and show considerable improvement and alteration. Resubmission of work at this stage is strongly encouraged, time permitting. The revised grade will be an average of both grades received.

There are four major types of assignments: Homework Exercises, Critical Reviews, Midterm Projects and Final Project

Critical Reviews

Critical reviews are critiques of a multimedia product or service. The subject of the first will be your choice, the second will be assigned. Your critique must address the following topics:

1. What is the **purpose** of the product or service? (What problem does it solve?)
2. Who is the audience of the product or service? What are the **audience** demographics?
3. Does the product or service follow or violate basic principles of **design**? How does the product or service follow or violate ideas about typography?
4. What **media** elements (image, text, sound, video, etc.) are used by the product or service? How do the different media elements contribute to or detract from the message that is being conveyed?

Major Project A

Your first major project will be to redesign an existing publication in GoLive according to basic principles of design. The instructor will choose the publication that will be redesigned, and each student will create his or her own design.

Major Project B

Your second major project is a Photoshop assignment to be announced.

Major Project C

Your third major project is a critical review with image, sound, and additional topics

Final Project

The final project will be to create an original, small web site, commonly known as a mini-site. The subject matter will be your choice. Your task will be to come up with the concept/subject matter, generate original material, architect the information, design the look and feel of the site and construct it in GoLive. It will be a working site with a minimum of 5 pages, navigation, and be the cumulation of all you have learned up to that point.

LAB TIME

Putting in time in front of a Macintosh computer to complete your assignments is critical to your success in this class. You may work on your assignments at home, if you have a Macintosh computer with the appropriate software. However, most students must use the Multimedia Lab in Room 556. Lab hours will be handed out during class.

SESSION 1

Course outline and introductions. Macintosh basics: (if needed). Taking the Mac Tour. (if needed) Introduction to web authoring using GoLive. Basic interface: importing text, changing text attributes, sizing and placing text.

Assignment

- Write a one-page biography in GoLive and save it as an html document.

Reading:

- To be announced

SESSION 2

Collect and review assignments. Four principles of design: proximity, alignment, repetition, contrast. Continuation of GoLive in preparation for one page flyer.

Assignment

- Re-design layout of flier for online use in GoLive, using the above basic principles of design as your guide.

Reading

- To be announced

SESSION 3

Collect and review assignments. Intro to typography lecture, type on the web, : Recognizing the three kinds of type: Serif, Sans Serif, Script. Understanding Williams' three typestyle relationships: concordance, contrast, conflict. Avoiding fontitis. Screen resolution vs. print resolution..

Assignment

- Major Project A. Re-design layout of newsletter in GoLive, using the above principles of design as your

guide. Bring your work-in-progress to the next class..

Reading

- To be announced

SESSION 4

Introduction to digital typography created in Photoshop. Use Photoshop to create type as a design item for your Web page. Aliasing vs. anti-aliasing. Screen colorspace (RGB) vs. print colorspace (CMYK). Color values. Importing your graphics into GoLive.

Assignment

- Complete your re-design of the newsletter.

Reading

- To be announced

SESSION 5

Newsletter due/critique. Introduction to Web publishing. What is the Web? What is the Internet? Review Web sites in class. The vocabulary of nonlinear narrative: links, nodes. Importance of metaphor in Web-based design. Introduction to HTML. Discuss design and development process: what problem is being solved? Who is the audience? What are the measures of success? . Navigation - the art of getting around a Web site. Navigational structures. Iconography.

Assignment:

- Create a critical review of a Web site in GoLive.°

Reading

- To be announced

SESSION 6

Collect and review assignments. Initial Photoshop lecture. Saving images in JPEG format. Working with textures and typography. Create a texture in KPT as a tile for a Web page. Creating type shadows for legibility.°

Assignment

- Retouching assignment.

Reading

- To be announced

SESSION 7

Collect and review assignments. Using a scanner to import images into the computer. Simple image editing techniques: hue, saturation, brightness, sharpness, cropping, sizing. Collage as a visual statement: contrast,

amplification, continuation. Separating figure from ground. Using Photoshop, layer and compose images together in a collage. Using Filters, adjustments and transparencies on your image. Drawing with bezier curves in Illustrator. Transforming an image into bezier curves. Creating type on a path. Using the cloning tool in Photoshop.

Assignment

- Major Project B. Photoshop assignment, to be announced

SESSION 8

Recording and Digitizing Sound on the Macintosh. Basic sound editing with SoundEdit 16 II. Preparing sound for playback on the Web. Importing sound into GoLive.°

Assignment

- Complete your Photoshop assn., which is due next class.

SESSION 9

Collect and review self portraits. Work session rest of class.

Assignment

- Major Project C. Begin a two week Critical Review in GoLive that incorporates sound. Your review must incorporate sound and images.
- Final Project. Create a flowchart, thumbnails, and one-page description of your idea.°

Reading

- To be announced

SESSION 10

Work session for the final project, individual consultations

Assignment

- Continue final project, possible small preparatory assignment for animation

SESSION 11

Collect and review Critical Review. Introduction to animation for the Web with animation software. Getting around the interface and creating simple animations.°

Assignment

- Create an animation. Bring your work in progress to the next class.

SESSION 12

Critique animations, Refining your animation. Embedding animations into GoLive. Worksession.

Assignment

- Complete your animation in class. Work on your final project.

SESSION 13

In-class work session for your final project

Assignment

- Complete your final project.

SESSION 14

Final Project presentation.