

MM 1154 Introduction to Multimedia Authoring

Section 23963 9:30 -12:20 MW

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Office Hours: Mon, Weds: 8:30 - 9:30, 2:00 -3:30 Tues,Thurs: 7:00 – 8:00, 1:00 – 2:00 And By Appointment e-mail --Checked twice daily	Office Phone (580)581-5549 E-mail: lindas@cameron.edu URL: http://www.cameron.edu/%7Elindas/

Statement of Teaching Philosophy

Students need to be actively involved in the learning process to develop new knowledge and critical thinking skills. Therefore, students will be engaged in types of learning activities that promote their own construction of knowledge.

COURSE DESCRIPTION:

1154 INTRODUCTION TO MULTIMEDIA AUTHORING, 4 hours credit

Introduction to program logic and problem solving techniques within the context of an authoring tool. This course makes extensive use of structure charts, flow charts and story boarding to illustrate the logic necessary to create instructional materials using authoring software. Prerequisite: MM 1133 and MM 1143. Lecture 2 hours, laboratory 4 hours.

COURSE OBJECTIVES:

- *Student Learning Objective I: Identify personal ethical foundations for decision-making.*
- *Student Learning Objective II: Conduct a needs analysis, task and target audience analysis, and sequence multimedia content to meet the needs of the target audience.*
- *Student Learning Objective IV: Capture and edit digitized graphics, audio and video and import them into a multimedia application.*
- *Student Learning Objective V: Demonstrate competence with at least two authoring tools.*

Course Goals

The students will know how to create design strategy documents (project objectives, flowcharts, storyboards, treatments, audio, video, design standards (such as graphics, text, strategies and projected project length), and do basic programming in an authoring system to created various interactive multimedia projects.

Required Texts and Materials

Adobe InDesign CS5 Digital Classroom Christopher Smith and the AGI Creative Team
Design Basics by David Lauer and Stephen Pentak

Course Requirements

In addition to class attendance, each student is required to complete all lab assignments, literary

research, article reviews, and exam. The exam **cannot be made up** unless there is a compelling reason for not taking the exam on time. Each student is required to complete all assignments within the time frame listed below.

NO WORK WILL BE ACCEPTED AFTER DUE DATE!

Withdrawals

The last date to drop with an automatic withdrawal is **6 APR**. Students must complete the official administrative process to withdraw from a class. Failure to do so will result in the student receiving an "F."

Evaluation

Maximum Possible Points	Points You Earned
70 pts Memory Books (Turn in every Weds at start of class! You earn 5 points each week for additional significant and relevant notes)	
150 pts (10 points for each completed Lab Assignment)	
75 pts Project One	
75 pts Project Two	
125 pts Project Three	
50 pts Project Four	
75 pts Exam One	
80 pts Exam Two	
100 pts Exam Three	
200 pts Comprehensive Final Exam	

POINTS EARNED	GRADE
900 - 1000	A
800-899	B
700 - 799	C
600 - 699	D
Below 600	F

SCHEDULE

The **Design** book chapters are in red and the **Adobe** book chapters are in black.

WEEK	Text/Milestones	Labs/Projects
One	Chapter 1	Chapter 1 Lab
Two	Chap 1 Chapter 2	Start Project 1 Chapter 2 Lab
Three	Chap 2 Chapter 3	Work on Project Chapter 3 Lab
Four	Chap 3 Chapter 4 Turn in Project 1	Start Project 2 Chapter 4 Lab
Five	Chap 4 Chapter 5 MiniExam 1	Work on Project Chapter 5 Lab
Six	Chap 5 Chapter 6 ISD	Work on Project Chapter 6 Lab
Seven	Chap 6 Chapter 7 ISD	Start Project Three Chapter 7 Lab
Eight	Chap 7 Chapter 8 ISD Turn in Project 2	Work on Projects Chapter 8 Lab
Nine	Chap 8 Chapter 9 Mini Exam 2	Work on Projects Chapter 9 Lab
Ten	Chap 9 Chapter 10	Work on Projects Start Project 4 Chapter 10 Lab
Eleven	Chap 10 Chapter 11	Work on Project Chapter 11 Lab
Twelve	Chap 11 Chapter 12 Turn in Project 3	Work on Project Chapter 12 Lab
Thirteen	Chap 12 Chapter 13 Mini Exam 3	Work on Project Chapter 13 Lab
Fourteen	Chap 13	Work on Project
Fifteen	Review for Finals Turn in Project 4	Present Project 4
	Comprehensive Finals	

Lab Requirements Start your labs in class. There is no make up for missed in class labs. Start Projects in class; and if needed, finish them during open lab hours. During scheduled class periods, students may use the lab computers or personal electronic devices to access course materials only. Materials not directly related to this course **MAY NOT** be accessed at any time on university or personal devices. Cell phones may be set to silent for emergencies only. Non-emergency calls/texts/emails should not be acknowledged during class time. That means –NO MESSAGING, FACEBOOKING, E-MAILING, TEXTING!
Each time you break this rule 5 points will be taken from your lab points!

I reserve the right to amend or revise this syllabus, as it becomes necessary.

Participation Requirements: You will be required to participate in class discussions. If you are not in class when assignments are due, you must make appropriations for your work to be submitted on time. All assignments are due at the stated times. If you submit assignments after the designated time, your assignment is considered late and unacceptable. If there is a valid reason for extended absence, schedule an appointment with Dr. Smith to discuss options for make-up.

Administrative Withdrawal: If, during the course of the semester, a student's class average falls below a passing grade due to inadequate participation, I may recommend the assignment of an "AW" prior to the last date for an automatic withdrawal. If a student has missed more than 6 class periods, and the drop/add period has expired, then I may recommend Administrative Withdrawal to the Chair of the Department.

Common Syllabi for Spring 2012 --See right side of page under "Syllabus Attachments."