

MM4003 Advanced Authoring Section 10121

Fall 2011 -- Mon Weds: 08:00 a.m. – 9:50 a.m.

Dr. Linda Wright-Smith	Office: 102C CETES
Office Hours: e-mail--Checked twice daily Mon-Thurs 7:00-8:00am 12:00-12:30pm Fri 8:00 – 10:00am + By Appointment	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:

4003 ADVANCED AUTHORIZING, 3 hours credit Advanced authoring using scripting languages.

Prerequisite: MM 1154 and MM 3013 or concurrent enrollment. Lecture 2 hours, laboratory 2 hours.

COURSE OBJECTIVES:

- Use advanced programming concepts to create portfolios, games, training logs etc.
- Create flowcharts to show the major points of interaction and progression of interactive projects
- Develop conceptual and production storyboards
- Create design strategy documents
- Create a complete Advergame package
- Analyze ActionScript Game Code
- Write a research paper

STUDENT LEARNING OBJECTIVES

- BS SLO 1: Communicate effectively in visual, oral, and written form.
- BS SLO 5: Analyze the characteristics of one or two existing and emerging technologies and their use in an instructional, marketing, or entertainment environment.
- BS SLO 6: Select and use a variety of techniques and strategies to define and sequence multimedia content.
- BS SLO 7. Capture and edit digitized graphics, animation, audio, and video and import them into computer-based and/or web-based applications.
- BS SLO 8. Demonstrate familiarity with at least one basic and one advanced authoring program or one basic and one advanced web authoring tool.

Required Texts and Materials

1. *Adobe Flash CS5: The Professional Portfolio* by Against the Clock Mastering Graphic Technology

(If you have a copy of the CS4 version, use it.)

Course Requirements:

Each student is required to complete lab assignments, research, project and exams. The exams 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 in the Course syllabus. No work will be accepted after due date!

Withdrawals:

The last date to drop with an automatic withdrawal is 15 November. Students must complete the official administrative process to withdraw from a class. Failure to do so will result in the student receiving an "F."

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 not logged on for a period so that thirty percent of the evaluative material (journal, discussions, labs, and exams) for the course has been missed and the drop/add period has expired, then I may recommend Administrative Withdrawal to the Chair of the Department.

Maximum Possible Points	Points You Earned
35 pts per Flash Lab (8 Projects) 280 pts possible	
50 pts -- Digital Advergame Analysis	
75 pts -- MiniExam One	
75 pts -- MiniExam Two	
165 pts -- Original Advergame development	
155 pts -- Advergaming Research Paper/Poster	
200 pts Comprehensive Final Examination	

Points Earned	GRADE
900 - 1000	A
800-899	B
700 - 799	C
600 - 699	D
Below 60	F

SCHEDULE

Week Of	Lecture	Text/ Deliverables	Lab
1	Advergaming Research Day Topics/Poster	Preview Text	Defining Advergaming Web Examples
2	Advergaming Research Methods Authoring with Flash	Project 1 Stage 1 Start Advergame Research Paper	Project 1
3	Organizing Assets Project 1 Analysis	Project 1-2 Stage3	Project 1
4	Research Authoring with Flash Tracking Site Activity	Project 2 Stage 1-2	Project 2 Research Poster
5	Research Project 2 Game Analysis Conceptualizing the Game	Project 2 Stage 3 Turn In Finalized Research Abstract	Project 2 Research Poster
6	Research Development Process	Project 3 Stage 1-2 Turn in Web Advergame Design Analysis	Project 3 Start Developing Your own Advergame
7	Project 3 Juxtapositioning Gagne	Project 3 Stage 3	Project 3 Developing Your own Advergame
8	Development Process	Project 4 Stage 1-3 Exam 1	Project 4
9	Development Process Project 4 Analysis	Project 4 Stage 4-6 Turn in Poster	Project 4 Developing Your own Advergame
10	Development Process Project 5 Analysis	Project 5 Stage 1-2	Project 5 Developing Your own

		Turn in Advergame Design Analysis of Your Advergame	Advergame
11	Development Process Project 6 Analysis	Project 6	Developing Your own Advergame
12	Development Process	Project 7	Developing Your own Advergame
13	Project 7 Analysis	Project 8 Mini Exam 2	Developing Your own Advergame
14	Organizing artifacts	Review	Finish Your own Advergame
15	Review for Comprehensive	Turn in Advergame with artifacts	Present Advergame
16	Comprehensive Exam		

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. If there is a valid reason for extended absence, schedule an appointment with Dr. Smith to discuss options for make-up.

Exams and Reviews: All “Mini Exams” will be on a Wednesday and you will see your grade and take part in a review the following Thursday.

Email Account: You MUST use your Cameron email address for all official Cameron University correspondence. You can logon at <https://owa.cameron.edu/owa/auth/logon.aspx?> The password and user name is case sensitive. It must be in lower case.

It is the policy of Cameron University to accommodate students with disabilities, pursuant to federal and state law. Students with disabilities who need classroom accommodations must make their requests by contacting the Office of Student Development at (580) 581-2209, North Shepler Room 314.

Feel free to e-mail me if you have questions or issues concerning the class.

Common Syllabi

http://www.cameron.edu/uploads/e6/13/e61364bd6bd45c74fdc5bc420a111969/Common_syllabus_Fall_2011_16Week.pdf