**EDC 385G (Unique #: 08730)**

**Interactive Multimedia: Design and Production**

[http://jabba.edb.utexas.edu/it/liuproduction.htm](http://jabba.edb.utexas.edu/it/liuproduction.htm)

*Fall 2004*

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**Class Meeting:** Wednesdays 4:00 - 7:00 pm  
**Room:** SZB 426 & Multimedia Development Lab (SZB 439)

**Instructor:** Dr. Liu, Min  
**Office:** SZB 244N  
**Office Hours:** Wednesdays, 1:00- 3:30 pm 7:00 - 7:30 pm or by appointment

**Telephone:** 471 – 5211 (IT office), 232-6248 (direct line)  
**Email:** MLiu@mail.utexas.edu  
(Email is the quickest way to reach me. I usually check it everyday.)

**TAs:** Jantrathip Sae Chin  
**Lab Times:** to be determined  
**Telephone:** 471 - 5211  
**Emails:** jantrathip@mail.utexas.edu or beeee@hotmail.com

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**COURSE DESCRIPTION:** The purpose of this course is to provide students with an overview of the hypermedia/interactive multimedia technology through working with various hypermedia/interactive multimedia tools. Students will be introduced to the design and production process of developing interactive multimedia applications. Students will be given an opportunity to learn various tools concentrating on different aspects of the technology: text, graphics, audio, animation, and video. Through working with these tools, students are expected to develop an understanding of how such technology can be applied in education and industry settings. Students are also to develop an understanding of hypermedia/interactive multimedia related design principles and are to apply them in developing interactive multimedia-based applications. The course simulates the practice in the multimedia industry. Students will work in groups and take on different roles. The contexts for this course will be primarily interactive, collaborative, multi-disciplinary, and student-centered. A large portion of this course will be devoted to hands-on activities.

**OBJECTIVES:**  
- Demonstrate knowledge of different concepts of hypermedia/interactive multimedia technology
• Demonstrate knowledge of the design and development process of creating hypermedia/multimedia based programs and issues related to the process
• Be able to apply instructional design principles to developing hypermedia/multimedia programs
• Be able to use various hypermedia/multimedia tools
• Be able to design and create interactive multimedia-based programs

READINGS:

Required textbooks


(The following books are for learning software tools. Because the entry skill levels may differ from student to student, I listed these books in two categories: 1) books for beginners, listed under Required books section as I assume most students are novices and 2) books for intermediate users, listed under Recommended books section. You can choose to buy the books that are most suitable to your skill level. Assignments will be adjusted accordingly.)

Tool Books for beginning users:


• Schmitt, C. (2004). *Adobe Photoshop CS in 10 Simple Steps or Less*. From John Wiley & Sons. Available at WWW.amazon.com, and UT-coop. **Five copies will be available for checkout to use in MML from LTC.**

Recommended textbooks:


Tool Books for intermediate users:


Web resources

• Multimedia resource web site: http://jabba.edb.utexas.edu/multimedia/

• Macromedia site: http://www.macromedia.com/


• Creating killer web sites http://www.killersites.com/

• More tutorials on various topics http://www.w3schools.com/default.asp

SOFTWARE TO USE: The following software tools will be used in this semester:

• Adobe Photoshop CS
• Macromedia Dreamweaver MX 2004
• Macromedia Flash MX 2004
• Macromedia Coldfusion 6.1

DISK: Server space will be allocated for the final group project. But you will need to purchase some zip disks or CDs for storing assignments and keeping the project files you have developed.

LATE WORK POLICY: All work is due based on the specified due-dates except in emergency situations. If work is turned in late, no credit will be given. This policy is in effect as an incentive to stay current with the assigned work. Like many courses, the work of one session is based on understanding the work of the previous sessions. Falling behind in the work greatly reduces the chances of success at attempting later work. One "Murphy" (that is, one late submission due to human error) is permitted for the semester.
COURSE DROPPING: The last day of the official add/drop period without administrative approval is Aug. 30. A student seeking to drop a class after this day should go to the Office of Dean/Student Division (SZB 216).

POLICY ON ADA: The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

ASSIGNMENTS: Assignments for this course include:

- active participation in weekly discussions
- active participation in group activities
- readings on various topics
- assignments on learning different tools
- projects for the semester

LAB SESSIONS: Bee will be in the MML for 10 hours each week. You can seek her help during those times. In addition, for each software tool we will learn in this class, there will be 1 organized lab session where Bee will do a Q&A session on that tool. The times of these lab sessions will be determined by you and Bee. In general, the session will probably occur during the week in which the assignment is due.

PERFORMANCE EVALUATION:

Student performance will be evaluated on the following course requirements. Academic dishonesty (presenting anyone else's work as one's own) in any form will result in a grade of "F" for the assignment or exam in which it was demonstrated. As a rule, no "incomplete" grades will be given in this course except in situations where a student is unable to complete all the projects for the course due to an extreme emergency.

Participation --- 15 pts: Each student is required to attend each class and engage in discussions on the readings or other class activities. If you absolutely must miss a class because of an emergency, please arrange with a classmate beforehand to pick up the handouts and provide detailed notes to you. You are still responsible for the information covered in that class and turn in the assignment on a due date.

Each student is also required to be actively engaged in group activities relating to the class projects. To be actively engaged in means to take the initiative in carrying out the group activities, to be responsible for the tasks assigned to and to complete the tasks on time.

Ten of the total participation points are devoted to active participation in group projects and successful teamwork.

Multimedia tools assignments--40 pts: Each student is required to complete assignments on using (1) Dreamweaver, (2) Flash, (3) Photoshop, and (4) Coldfusion. The purpose of these
assignments is for you to build your technical skills. Since students taking this class may already have skills in certain areas and the skill levels may be different, each student can decide their entry level of the skills and continue from there. Each assignment can be adjusted according to your skill level. Detailed guidelines will be discussed and handed out at given times. Each assignment is worth 10 points.

**Research Project--5 pts:** Each student is required to complete a small research project on ‘what’s new’ in one technical aspect of interactive multimedia technology. You will be asked to select a topic of your interest, get the instructor’s approval, conduct research and give an oral report on your findings to the class. Detailed guidelines will be given.

**Multimedia projects – 40 pts:** Each student is required to participate in all aspects of a selected project of designing and creating an interactive multimedia web site. Details on the project will be discussed in the class.

The final grade of the course will be based upon the following:

<table>
<thead>
<tr>
<th>Final Grade</th>
<th>Points Total</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>D</td>
<td>below 70</td>
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**TENTATIVE SCHEDULE OF ACTIVITIES**

(Detailed weekly assignment sheets will be distributed each week.)

**Week 1**

Aug. 25  
- Introduction  
- Explanation of the course: Course requirements and expectations

*Handout:* Research Project

**Week 2**

Sept. 1  
- Web Design Overview
  
  *Readings on the topic:*
  - Phyo’s book, p. xvii-23, c1
  - Sign up for sharing info. Based upon your research project
  - Discussion on readings
  - Discussion on the Group project
  - Hands-on session: Dreamweaver

*Handout:* Assignment 1: Dreamweaver
Group Project Guidelines

**Week 3**
Sept. 8
• Project Planning & Team Building
  *Readings on the topic:*
  • Phyō’s book, c2-3
  
  • Sharing info. From the research project
  • Discussion on the Readings
  • Discussion on the Group project

• Hands-on session: Photoshop Basics

*Handout:* Assignment 2: Photoshop

**Week 4**
Sept. 15
• Design Process
  *Readings on the topic*
  • Phyō’s book, c4

  • Sharing info. From the research project
  • Discussion on the Readings
  • Discussion on the Group project

**Week 5**
Sept. 22
• Roles & Responsibilities
  *Readings on the topic*

  • Sharing info. From the research project
  • Discussion on the Readings
  • Discussion on the Group project

*Due:* Assignment 1: Dreamweaver

**Week 6**
Sept. 29
• Design
  *Readings on the topic:*
  • Phyō’s book, c5

  • Sharing info. From the research project
  • Discussion on the Readings
  • Discussion on the Group project
  • Hands-on session: Flash

*Handout:* Assignment 3: Flash

*Due:* Assignment 2: Photoshop
Week 7
Oct. 6
• Testing

*Readings on the topic:*
  • Phyoo’s book, c6

• Sharing info. From the research project
• Discussion on readings
• Discussion on the Group project
• Hands-on session: Flash II

Week 8
Oct. 13
• Production Process & copyright

*Readings on the topic:*
  • Phyoo’s book, c7
  • [http://www.utsystem.edu/ogc/intellectualproperty/cprtindx.htm](http://www.utsystem.edu/ogc/intellectualproperty/cprtindx.htm)

• Sharing info. From the research project
• Discussion on readings
• Discussion on the Group project
• Hands-on Session: Coldfusion I

*Handout:*
Assignment 4: Coldfusion

Week 9
Oct. 20
• Review reading and apply them to the projects

• Sharing info. From the research project
• Discussion on readings
• Discussion on group projects
• Hands-on Session: Coldfusion II

*Due:*
Assignment 3: Flash

Week 10
Oct. 27
• Sharing info. From the research project
• Discussion and work session on the Group Project

Week 11
Nov. 3
• Discussion and work session on the Group Project

*Due:*
Assignment 4: Coldfusion

Week 12
Nov. 10
• Discussion and work session on the Group Project

Week 13
Nov. 17
• Project progress report and evaluation of what's done so far
• Work session on the group project

**Week 14**  
Nov. 24 • Work session on the group project

**Week 15**  
Dec. 1 • Showcase on the Group Projects  
• End-of-semester reflection: How to design hypermedia/interactive multimedia applications?  
• Course evaluation

**Week 16**  
Dec. 3 (Fri.) • Everything for the Group Project (to be placed on the server) is Due at 10am.

**References for Articles:**

