EDC 385G (Unique #: 08940)

Interactive Multimedia: Design and Production

http://jabba.edb.utexas.edu/it/liuproduction.htm

Fall 2005

Class Meeting: Wednesdays
Time: 4:00 - 7:00 pm
Room: SZB 526 & 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: Dorothy Lee
Lab Times: to be determined
Telephone: 471 - 5211
Emails: dorthy.lee@gmail.com

COURSE DESCRIPTION: The purpose of this course is to provide students with an overview of new media technology through working with various multimedia and Web-based tools. Students will be introduced to the design and production process of developing interactive Web-based 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 new media related design principles and are to apply them in developing Web-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 new media technology
• Demonstrate knowledge of the design and development process of creating new media programs and issues related to the process
• Be able to apply instructional design principles
• Be able to use various new media tools
• Be able to design and create interactive Web-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:


• Adobe Creative Team (2003). Adobe Photoshop CS Classroom in Book. From Adobe Press. Available at WWW.amazon.com, and UT-coop. Five copies are available for checkout to use in MML from LTC.
Recommended textbooks:


Tool Books for intermediate users:


Web resources

- More tutorials on various tool related topics
  [http://www.w3schools.com/default.asp](http://www.w3schools.com/default.asp)

- Macromedia site:

- Web style guide by Lynch & Horton

- Creating killer web sites

- Multimedia resource website:

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

- Adobe Photoshop CS
- Macromedia Dreamweaver MX 2004
- Macromedia Flash MX 2004 Professional
- Macromedia Coldfusion or PHP
DISK: Server space will be allocated for the final group project. But you will need to purchase some media storage devices 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 Sept 6. 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
• group project for the semester

LAB SESSIONS: Dorothy 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 2 organized lab sessions where Dorothy will do one tutorial and one Q&A session on that tool. The times of these lab sessions will be determined by you and Dorothy. In general, the Q & A 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 related 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:** The purpose of these assignments is for you to build your technical skills. Four software tools will be used in this course. Each student can select three out of the four assignments to complete depending on your goal: (1) Dreamweaver, (2) Flash, (3) Photoshop, and (4) Coldfusion or PHP. 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 12 points. The remaining 4 points is to spend on reading about the 4th tool to get a very basic understanding of what that tool does.

**Research Project--5 pts:** Each student is required to complete a very 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 group project of designing and creating an interactive multimedia Web site for a client. Each group
will have three peer assessments throughout the semester. 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 (including +, -)</td>
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<tr>
<td>B</td>
<td>80-89 (including +, -)</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<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. 31
• Introduction
• Explanation of the course: Course requirements and expectations
• Discussion of software tools to be used in this course
• Discussion on the Group projects

Handout: Research Project Guideline

Week 2
Sept. 7
• Web Design Overview & the Development Process
Readings on the topic:
  • Phyo’s book, p. xvii-p. 23
  • Liu et al. “A study of the multimedia design and production process by the practitioners”

• Sign up for sharing info. based upon your research project
• Discussion on readings
• Discussion on the Group projects & Forming groups
• Meeting in groups to get acquainted

Handout: Group Project Guidelines
Assignment 1: Dreamweaver
Assignment 2: Photoshop
Assignment 3: Flash
Week 3  
Sept. 14  
• Project Planning & Development at a University Setting  

*Readings on the topic:*  
• Phyo’s book, c1  
• Liu et al. “Strategies & heuristics for novice instructional designers as they work with faculty content experts in a university setting”  
• Sharing info. from the research project  
• Discussion on the Readings  
• Discussion on the Group projects  
• Panel discussion: Gaining experiences while working on “real world” projects

Week 4  
Sept. 21  
• Planning & Design Process  

*Readings on the topic*  
• Phyo’s book, c2-c3  
• Cennamo & Kalk’s book, c7  
• Sharing info. from the research project  
• Discussion on the Readings  
• Discussion on the Group projects

Week 5  
Sept. 28  
• Design Process & Roles and Responsibilities  

*Readings on the topic*  
• Phyo’s book, c4  
• McDaniel & Liu “A study of project management techniques for developing interactive multimedia programs: A practitioner’s perspective”  
• Liu et al. “Challenges of Being an Instructional Designer for New Media Development: A View From the Practitioners”  
• Sharing info. from the research project  
• Discussion on the Readings  
• Discussion on the Group projects

*Due:* Assignment on tools: Your choice #1  
*Handout:* Design Specification Document & Checklist
Week 6
Oct. 5
• Design Elements

Readings on the topic:
  • Phyo’s book, c5
  • Cennamo & Kalk’s book, c9, c10

• Sharing info. from the research project
• Discussion on the Readings
• Discussion on the Group projects

• Guest Speakers: Coco Kishi & Suzanne Rhoads

Week 7
Oct. 12
• Development & Testing

Readings on the topic:
  • Phyo’s book, c6
  • Cennamo & Kalk’s book, c11, c6

• Sharing info. from the research project
• Discussion on readings
• Discussion on the Group projects

• Hands-on session: Coldfusion I

Handout: Assignment 4: Coldfusion
Due: Assignment on tools: Your choice # 2

Week 8
Oct. 19
• Design as a Continuous Process

Readings on the topic:
  • Phyo’s book, c7
  • Review reading in Phyo’s book and apply them to the projects

• Sharing info. from the research project
• Hands-on Session: Video in Flash

• Discussion on the Group projects
• Hands-on Session: Coldfusion II

Handout: Assignment 4: PHP

Week 9
Oct. 26
• Copyright

Readings on the topic:
• http://www.utsystem.edu/ogc/intellectualproperty/cprtindx.htm
• Review readings in Phyō’s book

• Sharing info. from the research project
• Discussion on group projects

• Hands-on Session: PHP I

Week 10
Nov. 2
• Looking to the Future
Readings on the topic:
  • Cennamo & Kalk’s book, c12
  • Review readings in Cennamo & Kalk’s book

• Sharing info. from the research project
• Guest Speaker: Debbie Kalk

• Hands-on Session: PHP II

Week 11
Nov. 9
• Sharing info. from the research project
• Discussion and work session on the Group Projects

• Hands-on Session: Coldfusion or PHP

Week 12
Nov. 16
• Sharing info. from the research project
• Discussion and work session on the Group Projects

Due:
Assignment 4: Coldfusion or PHP

Week 13
Nov. 23
• Work session on the group projects

Week 14
Nov. 30
• Project progress report and evaluation of what's done so far
• Work session on the group projects

Week 15
Dec. 7
• Showcase on the Group Projects
• End-of-semester reflection: How to design new media applications?
• Course evaluation

**Week 16**

Dec. 9 (Fri.)  • Everything for the Group Project (to be placed on the server) is Due at 11am.

**References for Articles:**


Liu, M., Kishi, C., & Rhoads, S. (Accepted with revisions). Strategies & heuristics for novice instructional designers as they work with faculty content experts in a university setting. In M. Keppell, (Ed.) *Instructional Design: Case Studies in Communities of Practice.* Hershey, PA: Idea Group Inc.