

Introduction to Multimedia Technology

Duquesne University

Department of Journalism & Multimedia Arts

JMA 501, Section 01, Spring 2013 at 3:00-5:40 on Wednesdays in COLH 205

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Class Web site – <http://www.jma.duq.edu/classes/shepherd/jma501/>

Course Description

JMA501 (3 credits). *Introduction to Multimedia Technology.* JMA501 provides an overview of the multimedia field. It introduces students to principles of multimedia design and development. Technical discussions about digital and analog video, digital sound and graphics formats complement current principles regarding graphic design, sound, and animation. Students create interactive multimedia materials as a means of integrating course concepts.

- Define and apply digitization principles
- Select the appropriate distribution method for various media types.
- Define and specify when to use different graphic file formats
- State and modify font characteristics
- Produce a graphical layout using HTML
- Process, record, import and alter formats of digital sound
- Use industry standard multimedia development tools

Learning Materials

Textbooks:

None

Materials needed for each class:

- You will need a USB drive or a large capacity flash drive; bring it to class each week

General Course Objectives

At the conclusion of the course, students will be able to:

JMA: Perspective and Skills

The Department of Journalism and Multimedia Arts dynamically bridges the distance between where the user is and where the user wants to be. Through degree programs that are flexible, progressive, and robust with an ever expanding reach into the dynamic world of digital design, Journalism and Multimedia Arts at Duquesne University provides the tools, the knowledge and encouragement you need to build your own bridge into the future.

Through an aggressive curriculum geared toward the challenges of a rapidly changing world, students are prepared for both productive and creative lines of service. Students are taught to think, write, and speak both clearly and critically.

In support of the University's mission to promote education for the mind, heart, and soul, the Department of Journalism and Multimedia Arts challenges its students to achieve an intellectual and spiritual awareness that will positively impact future contributions to their families, communities, and professional affiliations.

Course Requirements

Reading Assignments. Reading assignments are listed on the tentative course schedule. You should complete all assigned readings before class, as indicated on the schedule. Reading assignments cover the conceptual aspects of the course. It is very important for you to keep up with the readings so that you obtain a conceptual understand of topics, which may or may not be covered during class time. We will use much of the class periods to create multimedia using development tools.

Class Format and Participation. The course will be a mixture of demonstration, discussion, and hands-on experiences. Much of the class periods will be spent developing materials and projects. You will share the results of your efforts with the class through project demonstrations and presentations. Topics from the assigned readings will also be discussed in class and you should actively participate in class discussions both during class and in online discussion forums.

Learning Activities. Assignments are due throughout the semester as shown on the tentative course schedule. The assignments represent a significant portion of your course grade. They are intended to help you learn a variety of software applications and effective design principles. Several assigned activities require that you have storage media.

- **Disks.** Throughout the semester you may be asked to hand in assignments for evaluation on CDs/DVDs. It is important for you to keep backup copies of your work on supplementary disks and to backup your work frequently. Disk errors, computer viruses, or accidental erasures can destroy your files. No special considerations will be given if your files are lost and so please take every precaution to protect your work.
- **Due Dates.** Assignments are due at the beginning of the class period as indicated on the tentative course schedule. Late assignments will receive a 10% per class period penalty up to a maximum of 30%.
- **E-mailing assignments.** There may be times when you need to send an assignment as an e-mail attachment. All e-mail attachments (assignments) must include your name, e-mail address, and the title of the assignment. You should also label the subject of the e-mail

- message with your name and the assignment title. If you do not label assignments and e-mail messages appropriately, the assignment may get lost.
- **Quizzes.** Short activities will be given during class throughout the semester.

Evaluation and Grading Policy

Your performance in the course is measured by the points you accumulate on all quizzes, test, and learning activities (in-class and out-of-class). Here is a tentative grading rubric. I may change it as the class progresses.

Activities	Points
Assignments	100
Final project, website	20

Grading scale is A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%.

Course Policies

Attendance. Students should demonstrate professional behavior by attending class and actively participating in class activities.

Make up tests. Makeup tests can only be given if you provide appropriate documentation (e.g., a note from a physician) indicating the reason for your absence. Planned absences (e.g., participating in an athletic event) should be arranged prior to the test.

I-Grade policy. Students must complete 80% of the coursework to warrant a grade of incomplete ("I"). The McNulty College policy states that "I"

grades must be removed within one year or else the class must be repeated.

Academic integrity. Students are expected to adhere to the University's rules and regulations on academic integrity. Students are responsible for reading the University's academic integrity policy. See:

<http://www.cte.duq.edu/resources/stdntdev/defspols/integrity.html>

E-mail. Students and instructor will often communicate electronically. Some assignment instructions may be given using e-mail. Students should check e-mail regularly.

Students with disabilities. Students with a documented disability may obtain appropriate academic support through the Office of Special Student Services. Please notify the professor and contact the Office of Special Student Services (412) 396-6657 for additional information.

Emergency preparedness plan. Emergency procedures are posted in classrooms. Students and faculty are responsible for acquainting themselves with emergency procedures so that they are prepared if an emergency occurs.

