

CST201 - Media Tools - Fall 2014

Syllabus

Monday and Wednesday 6pm – 8pm
Media Learning Center-Building 18-Room 114

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INSTRUCTIONAL GOALS

CST201, Media Tools, is designed to give students an introduction to the computer applications and design techniques necessary to produce interactive media. In addition, it serves as an introduction to the design and management processes necessary to develop computer-based, interactive multimedia. Students will complete assignments covering the creation, acquisition, editing and production of digital images, animation, audio, video and text and their application to multimedia authoring. Students will work in collaborative cohorts, modeling client and designer interaction to produce real-world multimedia solutions.

COURSE OUTCOMES

Capture, edit and effectively use digital media, including images, audio, text, and video, employing a variety of sources and formats. Create and effectively use basic 2-dimensional animation. Make appropriate choices concerning the trade-off of file size versus quality in digital media. Identify a target audience and goals for a multimedia project. Understand and apply copyright principles. Design screen-based digital layouts applying the principles of contrast, repetition, alignment, proximity and text design strategies. Plan, design, manage and produce an artistic interactive multimedia project that integrates text, audio, animation, video and images. Apply an iterative design process to the creation of a multimedia project.

Note: I reserve the right to make changes to the syllabus, grading criteria, or assignments; in addition, students will receive notification of any changes made via iLearn.

NEEDS AND RESOURCES

Required Background

To successfully complete this course the following skills are expected:

- You can operate a Macintosh or Windows computer with enough confidence to learn new software.
- You are able to run programs, create and save files, create folder structures and can navigate the file system.
- You can use Microsoft Word, Excel and PowerPoint or their equivalents to create, edit and save documents.
- You can use CSUMB's email system (my.csumb.edu) or the equivalent to send and receive messages to individuals and groups.

- You can archive files into a compressed file using Macs or Windows. You can decompress the same kinds of files.
- You can transfer and retrieve files using File Transfer Protocol (FTP/SFTP) from a server.
- You can use some basic features of Adobe Photoshop or its equivalent.
- You can create a simple web page, transfer it to a campus server and write the URL of the page.
- You can locate information using an Internet browser such as Safari, Firefox or Internet Explorer.

Recommended Materials

Online Resources

Many online resources are located in the iLearn course website.

COURSE SCHEDULE

Monday and Wednesday 6pm – 8pm

This course is organized to help you learn a set of design principles and software tools related to interactive multimedia on Macintosh and Windows computers. There are both theoretical and hands-on activities. Each week there will be:

Lecture/Demonstration/Lab - Concepts are presented, examples and explanations are provided. Historical and contemporary examples of best practices will be explored. The second part of each class will consist of a lab activity there will be two two-hour sessions each week where the lecture, demonstration, and hands-on teaching and learning will occur. There will be individual and collaborative activities. The labs are designed to help facilitate your learning of specific skills. A lab activity is due one week from the day it is assigned (before the next lab) unless otherwise posted on iLearn. No late labs are accepted. You may not be able to complete your lab work during lab class. You are expected to complete the labs using campus computer labs or your own computer. This may mean coming to campus on non-class days, nights or weekends to complete your work.

In addition to the weekly activities, there is the Term project - Each student will submit a CD containing a complete web based portfolio designed specifically to display their work and progress in this course AND to begin archiving all work necessary for completing the student's portfolio.

COMMUNICATION

Please check iLearn announcements and your CSUMB email (which is the official means of communication for our University) often for messages from your instructor and/or lab assistant. If you use another email system, be sure to have your email forwarded to your other system. Confidential email is welcome at any time and your instructor will make every effort to answer within 48 hours. Course questions please post on the “Post Your Course Questions Here” forum.

How to complete this course successfully: Come to lectures. Take notes and ask questions. Consult the course schedule in iLearn for the readings, the assignments and due dates. Ask questions - in lab, in the Course Question forum in iLearn, and at office hours. Complete each lab and assignment on time and turn it in. Look for a critique, feedback and a grade for your assignments. NOTE: It is your responsibility to make sure your grade is correct.

POLICIES AND PROCEDURES

General Rules:

- Students are expected to participate in class each week. I reserve the right to drop students not active in iLearn or not attending class meetings for more than 2 weeks without medical documentation or similar.
- Students are expected to log into iLearn regularly.
- Timely communication—any questions, concerns, or problems should be communicated as early as possible so they can be resolved.
- Patience—Expect your assignments to be returned within 2 weeks of the due date. I will communicate if there are any issues.
- Responses—when students email me (my preferred mode of communication), expect a response within 48 hours (later if during the weekend or on a holiday). This means that last minute questions are not likely to be responded to—plan accordingly. When students leave a voicemail on my office phone, they should expect a response within one week.
- Respect—I have zero tolerance for students who are either disrespectful of other people’s opinions or make personal attacks on others. They will be warned the first time, and upon the second infraction their grade will be penalized. Upon the third, they will be dropped from the course.
- Flexibility—As the class progress, I reserve the right to make changes to due dates.

Grading Policies:

All students will receive a letter grade A, B, C, or F. Pass/no pass or credit/no credit options are NOT available for this class. There are no C minus or D grades. The final grade is based on:

50% Weekly Assignments and Lab activities

25% Major Projects (Poster, Trailer, Website)

15% ePortfolio web site with working links to all assignment deliverables

10% Participation and attendance

Grades of incomplete (I) will in general not be given. The only exception is when the student has completed at least 90% of the semester's work and there is an unplanned emergency. If students wish to take the course for Credit/No Credit (CR/NC), they must complete the request form during the first two weeks of the semester. The instructor will not grant CR/NC requests unless the student is assessing the course or is not a Design Track ITCD major. Final grades will be computed on work completed by the end of the semester. Students are encouraged keep track of their own grades and should keep copies of all work turned in.

Grading Scale:

A = 90-100%, B= 80-89%, C = 70-79%, F = 0-69 Note: Any grade below a C is failing.

Grading Criterion:

0-69 % - not turned in or major components missing or not working, written assignments do not address the assignment, use poor grammar and spelling, and do not meet minimum requirements.

70-79 % - satisfactory, written assignments address the assignment, the point is understood, meets minimum requirements and generally is free of spelling and grammar errors.

80-89 % - well done, some work beyond the minimum requirements. Written assignments are generally free of spelling and grammar errors, address the assignment, are well organized and the points made are easily understood and followed, and formatting is neat.

90-100 % - excellent work beyond the minimum requirements. Written assignments are free of spelling and grammar errors, well-organized and creatively formatted, points are well structured and developed, and all requirements are met.

Academic Honesty:

Academic honesty is highly valued at CSUMB. Students must always submit work that represents their original words, ideas, and design. If any work used in a class, online posting, or assignment submission does not represent that student's original words, ideas,

or design, all relevant sources must be cited and, when appropriate, permission to use the work must be obtained. It must also be made clear the extent to which such sources were used. Words, ideas, and designs that require citation and permission include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Some courses and assignments promote the publishing of individuals work for the purpose of critique and/or comment by others. This should not be construed as an open invitation to use any part of that published work, whether it is in the form of text, language, ideas, or design format. If, in fact, a student wishes to borrow or use anything from another student's efforts, it should be treated as any other resource, i.e. prior permission must be received. Within the SMART College, plagiarism and other forms of academic dishonesty are not tolerated. Students found by faculty to have breached the academic integrity policy in any assignment will, at minimum, fail the class. This breach will be reported to the college administration. Please see the CSUMB Catalog for more information about academic honesty, including consequences of academic dishonesty: <http://policy.csumb.edu/site/x20830.xml>

Americans with Disabilities Act:

Students with disabilities who require accommodations such as time extensions or alternate media/format must present verification from Student Disability Resources as soon as possible. Please schedule an appointment to discuss specifics with me. If you think a disability may impact your performance in this class, meet with SDR professional staff in the Health and Counseling Centers Building (#80) or call (831) 582-3672 to make an appointment.

Center for Student Success (CSS) CSUMB works to make sure that all students are succeeding in their courses. To ensure that this takes place, if you are falling behind or are missing too many class sessions, I strongly encourage you to schedule an appointment with the Center for Student Success to create an Academic Success Plan and get back on track. The CSS offers services such as one-on-one support, peer mentoring, and study skills workshops. CSS is located in the Library, 2nd Floor, Suite 2163, 582-3165.

The Academic Skills Achievement Program, (ASAP):

ASAP is a campus-wide tutoring program, is open to all students and offers peer tutoring services and workshops. It seeks to provide high-quality learning assistance in computer technology, math, science, writing, languages and study strategies aimed at enhancing learning needs at all ability levels. ASAP works with students to expand their knowledge and abilities by empowering them to become independent learners. ASAP tutors, staff, and faculty work together to design and offer effective, collaborative, and active learning

experiences. We provide tutors with the opportunity to develop teaching, leadership, and communication skills. ASAP is located in the Library, 2nd floor, (831)582-4104.

ADDITIONAL INFORMATION

We will be working in different teams throughout the semester.

CONTACT INFORMATION

- Barbara Truitt Beckmeyer, BFA, MS Instructional Science and Technology
- Phone: 831-582-4629
- Email: bbeckmeyer@csumb.edu
- Course URL: <http://ilearn.csumb.edu>
- Office Hours by appointment