

**COMM 611, Winter 08 Communication and Multimedia**  
TR 10:30-12:18 (Derby 3176)

**Instructor**

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**Office Hours** TR 12:30-2:00

**Course Description**

The purpose of this course is to introduce students to the design and implementation of multimedia communication environments. Students will learn the concepts and principles of user-centered design and apply these skills to multimedia design. They will work through a number of tutorials, and create, critique and individually contribute to a group project oriented toward serving an external client.

**Objectives**

The objectives for this class can be grouped under three categories: skills, competencies, and conceptual knowledge.

*Skills*

At the end of the quarter, student should leave with a working knowledge of Dreamweaver, Fireworks and Flash. Students will learn the basics of html, CSS, and some Flash action scripting.

*Competencies*

Skills are only useful to the extent to which they can be translated into competencies, or theory-based practices. Student will develop competencies in assessing the needs of the user, in designing and implementing information design solutions, in evaluating usability and making necessary adjustments. Mastery of the skill requirements is a necessary but not sufficient condition for competency.

*Conceptual Knowledge*

The transition from being competent to becoming an expert is an evolutionary process that is mediated by curiosity, self-learning and advanced training. Regardless of the approach, underlying principles and conceptual frameworks provide an important foundation. In class, we will learn principles from three relevant areas: basic design principles, human-centered design, and project development and management.

Successful students will be able to integrate skills, competencies and concepts to design web sites that address the needs of users.

**Textbooks (do not purchase until class meets)**

Hester, N. (2007). *Visual QuickProject Guide Creating a Web Site in Dreamweaver CS3*. Peachpit Press. (or earlier edition, see below)

Hester, N. (2005). *Visual QuickProject Guide: Creating a Web Page in Dreamweaver 8*. Peachpit Press.

## **AND**

Anderson, A. & Johnson, S. (2005). *Macromedia® Flash™ 8 on Demand*. Que Publishing. (or earlier edition, see below)

Anderson, A. & Johnson, S. (2007). *Adobe® Flash CS3 Professional On Demand*. Que Publishing.

### **Prerequisites**

Students entering the class are expected to be comfortable with the use of PCs and to have basic knowledge of Fireworks, Dreamweaver, Flash and HTML. For undergraduate students, COMM311 is a prerequisite. Graduate students who have not taken COMM311 can enroll directly in COMM611, but will require some catch-up work in the first few weeks of the quarter.

Most of the elements of the course are presented online. Hence, it is absolutely essential that you have access to the Internet and a working OSU e-mail address. Online discussions, chat and other forms of online interaction will be conducted through Carmen.

### **Software and Lab Access**

A number of public labs, including the Digital Union have Fireworks, Dreamweaver and Flash available for out-of-class design work. In Derby 3176, we will use the “8” versions of these programs. However, if you have access to CS3, the newer version of these programs, they will work as well.

For a complete list of labs, visit the following search page and search for Fireworks or Dreamweaver:

[http://sccweb.it.ohio-state.edu/web\\_development/public/sftsearch1.cfm](http://sccweb.it.ohio-state.edu/web_development/public/sftsearch1.cfm)

### **Downloading Trial Software**

If you have your own computer, you can download a trial version of Fireworks and Dreamweaver from Adobe. However, the trial period lasts only 30 days. I recommend that you download the software toward the end of the quarter to help avoid the end-of-quarter rush at the labs. Also you can purchase your own copy at academic discount rates. Check OSU’s Office of Information Technology website for more information.

### **Evaluation**

#### **Attendance and Class Participation [50 points]**

This class is a workshop that is based on a philosophy of collaborative learning and team assignments. Moreover, the class is driven by a set of assignments in sequential order, with increasing levels of challenge. When a student misses class, or falls behind on an assignment, it hinders performance of team members and affects progress of the whole class. To minimize

chaos, attendance is mandatory. Class participation points are tied to attendance as well as participation in discussions in class.

In addition, class participation is also linked to performance as a team member. Penalty points will be assigned for not attending team meetings.

### **Team Project [400 points]**

To emphasize collaborative learning and the way the professional design industry works, students will work in teams to deliver a major multimedia design project. Finished projects will be posted on the web. These projects will be focused on building a website for a new University to be structured by students in Communication 656.

**Individual contribution to team Project [200].** Each student will have individual as well as group responsibilities to building this website.

**Critique and feedback [150].** Successful designers have a vocabulary and capability to communicate with clients their approaches, goals, and requirements.

### **Homework [200 points]**

Homework assignments will be announced weekly. Students will upload their homework assignments to the Carmen dropbox or to the website maintained by the School of Communication. **Note that uploading to the School's server can only be accomplished in Derby 3176** because of security (firewall) considerations. I will check homework assignments at the beginning of the class. If your homework is not ready by the beginning of the class, a half-grade late penalty will be applied. All homework assignments will be graded only in class. If you miss a class, the homework assignment will be graded at the beginning of the next class and a late penalty will be applied. All students get one late-assignment coupon, which can be used to offset a late-assignment penalty.

### **Grading**

Team Project	4000
Individual participation on team project	200
Critique of other team project	150
Homework	200
Class Participation	50
<b>TOTAL</b>	<b>1000</b>

900 – 1000 = A scale; 800 – 899 = B scale; 700 – 799 = C scale; < 700 = D scale.

## Calendar (Subject to Revision)

WK1	Jan 3	Introduction
WK2	Jan 8	Integrating Fireworks into your Multimedia Design. Getting good at HTML and web design.
	Jan 10	
WK3	Jan 15	Information architecture
	Jan 17	
WK4	Jan 22	Learning to design with Flash.
	Jan 24	
WK5	Jan 29	Flash and CSS
	Jan 31	
WK6	Feb. 5	Building simple applications with Flash.
	Feb. 7	
WK7	Feb. 12	Client Sign-off
	Feb. 14	
WK8	Feb. 19	Team work toward final presentation.
	Feb 21	
WK9	Feb. 26	Final Presentations.
	Feb 28	
WK10	March 4	Final presentations.
	March 6	
	March 11	Final Exam
	Tues.	

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct ([http://studentaffairs.osu.edu/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp)).

### Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.