

ART 454

DESIGNING FOR MULTIMEDIA

Fall 2008; Smith Hall 625; Mondays and Wednesdays 6pm - 8:50pm

Brent Patterson, MFA

office: Smith Hall 620

patterson53@marshall.edu

www.brentpatterson.com

COURSE DESCRIPTION

This 3 credit hour course serves to acquaint students with current techniques and topics in multimedia design. The class will be primarily working with Flash 9 to explore notions and methods of interactivity, animation, information design, video/sound integration, and web publishing.

MATERIALS

a data storage device (1GB or greater USB Flash Drive, or external hard drive), CD-Rs or DVD-Rs for backing up data. You should buy a sketchbook in which to keep thumbnail sketches, ideas, and research.

TEXT

do not purchase the book listed for this class. The instructor will provide supplemental material in class and electronically.

PREREQUISITES

Art 316 or permission of the instructor.

LEARNING OBJECTIVES

This course seeks to give students the ability to create responsive media within an art, design and social context. Students will gain the capacity to create Flash presentations that integrate non-linear navigation techniques, video, animation, sound and various forms of information processing for publication on the web or to a CD-ROM. Students will also gain context in this medium's historical development and the creative, paradigmatic and social issues related to multimedia.

ATTENDANCE POLICY:

ATTENDANCE AT EVERY CLASS IS MANDATORY. Excused absences will be allowed for documented illness, death in the immediate family or officially approved university events. Students will be allowed three (3) unexcused absences. Each additional unexcused absence will reduce

the final course grade by a full letter. It is the student's responsibility to make up any work missed due to an absence. Written excuses must be presented at the next regular class that the student attends. Any test or project due date missed due to an excused absence must be made up at the next regular class that student attends unless special arrangements have been made with the instructor. Avoid being late for class. Three late arrivals will equal one unexcused absence.

COURSE PHILOSOPHY

Much of the software and techniques covered in this course will be obsolete in 10 years or less. The field is changing too quickly for anyone to become a master at all the software. The empowered and educated artist/designer does not rely solely on the skills she or he has learned in school. What often is most important in this discipline is the ability to self-teach, and to adapt. This course will provide problem situations in which students learn these principles. It is not as much a skill as it is a mode of thinking and a process. This process involves assessing situations, questioning assumptions and adapting to new paradigms. Your greatest assets in this course will be an open mind, attentiveness and persistence.

COURSE WEBSITE

Students can find the current syllabus, schedule, links and an updated list of the assignments at this website:
<http://users.marshall.edu/~patterson53>

GRADING

EVALUATION RUBRICS:

Use these criteria to self-evaluate your projects before submitting them. By understanding these standards, you should be able to predict your grade for your project.

projects receiving an A will exhibit the following:

- careful planning
- multiple ideas
- a consideration and awareness of the principles of design
- connections to previous knowledge
- the capacity to place the problem into a context
- innovative solutions to creative problems
- strong effort
- acute attention to detail
- patience

projects receiving a B will exhibit the following:

- some planning
- some awareness of the principles of design
- two or more ideas before settling on one
- creative problem solved directly
- good effort, but room for improvement
- smallest details have been ignored

projects receiving a C will exhibit the following:

- assignment completed according to criteria
- little evidence of planning
- weak in originality or innovation
- a lack of intrinsic interest in work
- chose easiest solutions to problems
- mediocre craftsmanship

projects receiving a D will exhibit the following:

- little or no evidence of planning
- assignment completed, but not according to schedule
- copied other ideas, no innovation
- minimal effort exerted to meet assignment requirements
- little or no concern for craftsmanship

projects receiving an F will exhibit the following:

- minimum amount of work delivered, or not completed
- no evidence of creative thinking
- incomplete or incorrect solutions to problem
- negligent in completing assignment correctly or didn't understand the assignment

Your final grade is derived from averaging all the percentages from your projects with your participation grade (for which you will receive a grade at midterm and at the final evaluation). The projects and participation grade each constitute 16.6% of your final grade.

GRADING SCALE

92% – 100%	A
82% – 91%	B
70% – 81%	C
60% – 69%	D
59% or below	F

PLAGIARISM & ACADEMIC HONESTY

Plagiarism will not be tolerated in this course. Assigned writings must be properly cited in the MLA style. Upon the first infringement, students will receive a zero for the assignment. Upon a second offense, students will receive a zero for the course and be referred to the University Academic Affairs Office. This policy applies to imagery as well. Copyrighted photos and graphics taken from the web or scanned from printed materials and used in assignments will be considered plagiarism. Public domain imagery, however, is permitted. The instructor will provide a list of reliable public domain resources. It is the student's individual responsibility to insure his or her work is not violating any copyright laws.

DUE DATES AND MAKE-UP POLICIES

Assignments and quizzes completed late will lose points for each day they are late. Exceptions can be made for documented emergency situations and university-excused absences. It is strongly preferred for the student to make the instructor aware that the work will be late BEFORE it is late. COMPUTER FAILURE, INSUFFICIENT SUPPLIES, and SIMPLE FATIGUE are NOT accepted excuses for late assignments.

INCLEMENT WEATHER

Please refer to the university student handbook for the inclement weather policy.

SPECIAL ACCOMMODATIONS

Accommodations will be made for students with documented disabilities. It is the student's responsibility to make the instructor aware of any required accommodations at the beginning of the semester.

LAB POLICIES

No drinks, no food. Always carry your student ID. Students not currently enrolled in courses that use SH 625 should not be in SH 625, so ask the instructor before bringing visitors in. No instant messaging or web browsing during inappropriate times (lectures, discussions, designated work times). Never change peripherals (mice, keyboards, etc.). DO NOT LEAVE A MESS AT YOUR COMPUTER.

CELL PHONES

Turn them off. You can turn them on when you leave. If you answer a phone during class, you will be considered absent for that day.

EMAIL

It is against university policy for instructors to correspond with students using any email system other than the university system. Only use your official Marshall email address (@marshall.edu) for this course.

SYLLABUS REVISIONS

This syllabus is subject to change in the event of extenuating circumstances or by mutual agreement between the students and the instructor. If the syllabus is revised students will be notified of changes promptly and receive the revised syllabus in a timely manner.

Art454 Project Evaluation

Sample Evaluation Form (project point values may vary)

Student:

Date:

Project:		project point value: 50			
	A (4)	B (3)	C (2)	D (1)	F (0)
planning, evidence of multiple ideas	4				
consideration of the principles of design	4				
place the problem into context, connections to previous knowledge			2		
innovative solutions, original ideas			2		
effort, patience and determination	4				
attention to detail, professionalism		3			
					points earned: 39.6
project GPA 3.2		percentage: 79.2		grade: C	