

Fall 2010

GRA2140C: Multimedia II

12:00 - 1:45 • Tuesday & TBA • August 24 to December 7

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Welcome to Multimedia II! The Northwest Florida State College Catalog describes this course as follows: “*An advanced course covering principles of design and information architecture surrounding interactive multimedia presentations. Students will learn an industry standard interactive DVD media authoring software application. Students will produce a finished interactive DVD.*”

In Multimedia, you will be exploring something that is entirely different from what you have done previously in the program. In your other classes you were producing media elements that were essentially static. This means that when finished, they are what they are and sit in a frozen state waiting to be explored by viewers. Multimedia is the combining of several different types of media elements together into a presentation whole that is greater than the individual parts.

The primary technology that you will be exploring this semester, is digital video. In the last ten years digital video has gone from an experimental medium to something that we see every day. Everything on YouTube is digital video. All television broadcasts are now digital video. Many feature films are now shot in high-definition digital video rather than analog film. Digital video technologies have enabled live news coverage from around the world to happen for next to no budget, and as a result we are seeing moving pictures from world events that we never used to see, or at least didn't see until many hours or days after the fact.

The fact that the private citizen can publish rich media from anywhere in the world instantly has changed the flow of events. Politicians have had to adapt to the reality that what they say at sleepy campaign stops out in rural areas can suddenly be part of the national conversation in minutes. This has changed the way they operate. Terrorists understand that their acts will receive 24-hour rotation on cable news because video coverage will happen. These pictures change the course of major decisions in our culture. It is likely that the decision-making process has not caught up to the capabilities of the technology.

As we move to an entirely digital media future, it is essential that all creative publishers have at least a basic understanding of how this technology works. The number of graphic designers that only do print design is dropping fast. Printed publications will never go away completely, but as you see in the newspaper industry with their struggle to escape the decline of their print publishing power it is changing rapidly.

This semester you will explore creating digital video. In Multimedia II, you will explore the possibilities offered by the interactive features built into the DVD standard. The DVD standard is a structure of options that are built into every DVD and DVD player in the world. A standard was developed because there had to be some parameters that all DVDs met, otherwise you would have many unplayable discs. This would lead to lots of confusion in the industry, and would have harmed this delivery system greatly resulting in it not being nearly as dominant as it has become. Now, the DVD standard has been expanded in the new Blu-Ray® disc to include interactive features that would have been impossible with existing hardware standards created around 1995. There is no authoring application yet available to us to take advantage of Blu-Ray, but it will be incorporated into this class as it becomes available.

This semester, you will create a production much like you produced in Multimedia I, but with special emphasis on exploring the interactive capabilities of DVDs. In the first part of the semester, you will explore the textbook that relates to DVD Studio Pro. This will introduce you to all the basic functions of DVD Studio and you will immediately discover that it is an exciting and well designed application.

Start thinking immediately about how DVD Studio can be used to increase the communicative power of a digital video production through its interactive features such as chapters, tracks, subtitles, multi-angles, and multiple sound tracks.



Equipment/Supplies:

(1) Several blank DVD-R discs for storing your work. You are required to maintain the integrity of your data. Failure of a disk will not be considered excuse for late work. You MUST back up your own data. The computers may occasionally crash, as all computers do, so save early and often so that you don't lose several hours work!

(2) The textbook for the course is *DVD Studio Pro 4*.

(3) It is recommended that you have access to a good quality computer and Final Cut Pro outside of class time. Final Cut is an Apple Macintosh only application. Open lab time will be available, but limited.

(4) It is very important that you have access to a miniDV, or preferably HDV camera throughout the semester if you plan to work alone, or shoot aspects of your production off campus or after hours. If you don't have access to a camera, you will have to plan and execute your production in our studio with our equipment during the open hours of the studio.

Attendance Issues:

Attendance in this course is extremely important as it is a hands on learning experience, not a lecture based course. You will be allowed two absences. After that, any additional absence will result in an immediate excessive absence report, which may result in your withdrawal from the course, or an automatic one letter grade drop in your final grade per absence. An excused absence will include illness and emergency and reasonable family issues. **YOU WILL NOT PASS THIS COURSE** if your attendance becomes a problem. If you have more than four absences of any kind by October 28 (the last day for a W grade or to change to audit), you should withdraw from the course. If we get to the end of the semester and you have an excessive number of absences, you will receive an "F." Note that showing up late for the class, and only staying for ten minutes does not constitute attendance.

In unusual situations like acute illness, death in the family etc., you may receive an "Incomplete" as your grade. Incompletes are made up outside of normal class attendance in open lab settings during the semester following receipt of the "I" grade. See the NWF State College catalog for detailed descriptions of the college

policies related to grading, attendance, etc.

You are expected to attend all class meetings. "I don't have anything to do" does not equal an excused absence. It is evidence that you are not participating in the course in a manner appropriate for an art student. Each and every class session is designed for you to have the freedom to explore the creative process with the tools at hand.

Course Requirements:

This is an art class. Your grades are based on your instructor's professional judgment of the success or failure of your concepts, aesthetics, and effort in completing assignments. In this class you will be graded at two intervals. There will be one creative challenge. At midterm, you will turn in your detailed project plan. At the end of the semester, you will turn in your finished production. The project plan will be graded and be approximately 20% of your final grade. The finished production will be approximately 80% of your final grade. The grade you receive on the finished production will be influenced by your meeting project deadlines! Many times a student falls between grades. Rounding up or down will be determined by class participation. Class participation includes participation in discussions and interaction with instructor. **ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THIS COURSE.**

Your graded work will be placed in the designated area of the studio. If you are uncomfortable with this, I can hold it in the office until you choose to pick it up. Graded work will be retained for approximately 4-6 weeks into the following semester. If it is not picked up in this time period, it may be recycled. **ALL PROJECTS MUST BE TURNED IN INSIDE A YELLOW BUSINESS ENVELOPE AVAILABLE IN THE COLLEGE STORE, OR AT OFFICE SUPPLY STORES.**

In case of a campus emergency (power outages, hurricanes, war, famine, bee swarms, faculty illness) on a due date, the due date will be pushed back to the next available class session. If the College is closed for an extended period of a week or more, an adjustment of the course schedule will occur and you will be made aware of it the first day back. Late work will receive a 1 grade penalty--note the final project is due the last day of class, and therefore, cannot be turned in late.

Students are responsible for adherence to all College policies and procedures, including those related

to academic freedom, cheating, classroom conduct, and other items included in the NWF State College Catalog and Student Handbook. Students should be familiar with the rights and responsibilities detailed in the 2010-11 NWF State College Catalog and Student Handbook. Plagiarism, cheating or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action. Use of another person's imagery or designs constitutes plagiarism in this course. Only use your own photographs or other imagery!

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, let me know when you return.

If you have special needs for which accommodations may be appropriate to assist you in this class, please contact the Office of Services for Students with Special Needs in Building C-1 on the Niceville Campus, or call 729-5372 (TDD1-800-955-8771 or Voice 1-800-955-8770).

Due to the nature of our facility and the sensitivities of our students, please refrain from wearing colognes or perfumes to class.

What do your grades mean?

A= Work turned in on time. Work that clearly exceeds the basic expectations of the assignment. Work of unusual quality or quantity and seriousness of effort.

B= Work turned in on time. Work that exhibits a clear attempt at exceeding the basic expectations of the assignment. Work exhibiting better than average quality or quantity and seriousness of effort.

C= Work of average quality and quantity. Work that satisfies essential basic requirements. Work that would benefit from further effort from student and more student interaction with instructor.

D= Work that is clearly not exhibiting the basic requirements of the assignment in either quality or quantity. An increase in effort is clearly needed and closer interaction with instructor is strongly suggested.

F= Work that fails to meet the lowest expectations

for the assignment. This may be due to a simple lack of effort or may suggest that the student pursue other career goals.

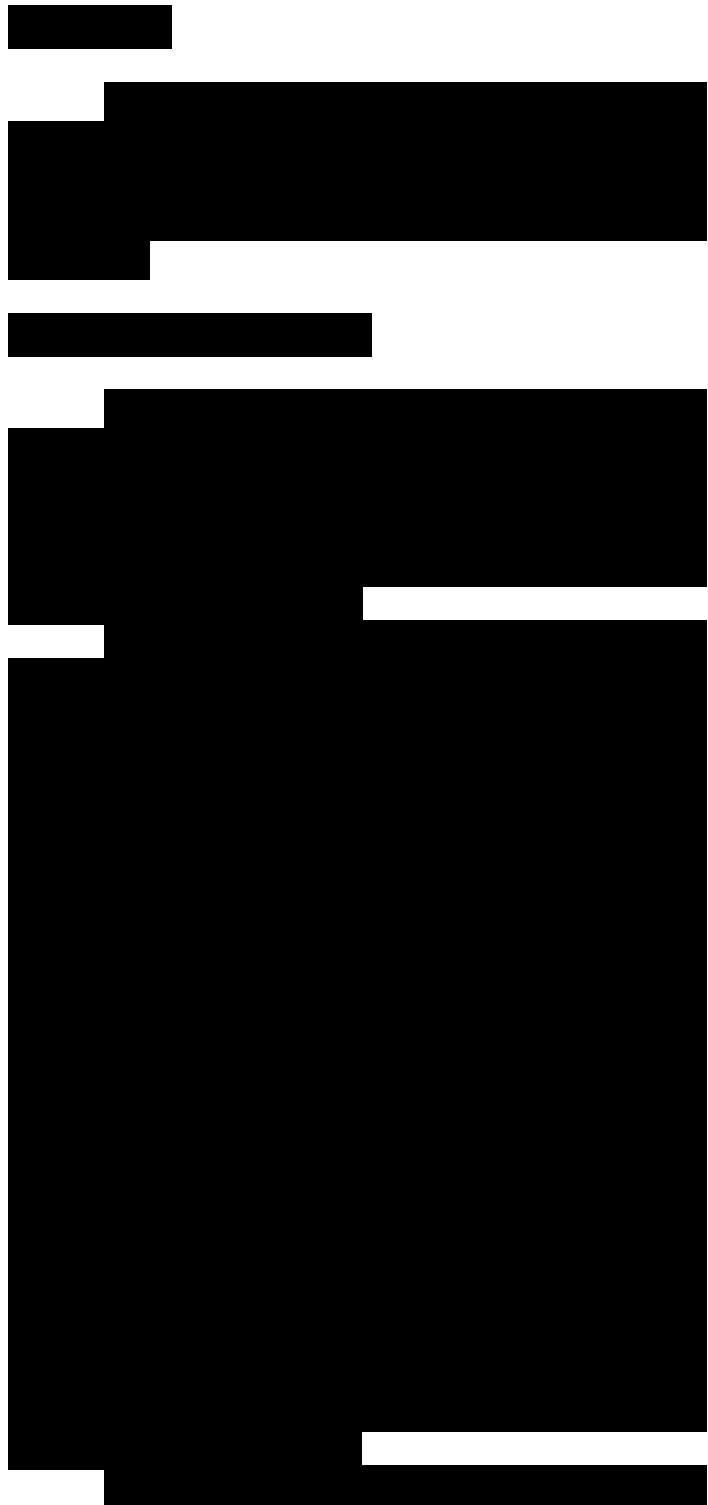
Due Dates:

Production Plan: September 21

First Edit of Production: October 12

Second Edit of Production: November 16

Final Edit of Production on DVD: December 7



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