

DEREE COLLEGE SYLLABUS FOR:													
ITC 2039 LE CONCEPTS IN MULTIMEDIA AND WEB DESIGN													
(Updated Summer I 2022)													
3/0/3													
UK LEVEL: 4													
UK CREDITS: 15													
PREREQUISITES:	None.												
COREQUISITES:	None.												
CATALOG DESCRIPTION:	Multimedia types, elements, and technical components; digital image editing; animation; web site development; sustainable digital media.												
RATIONALE:	The course introduces students to concepts of multimedia and web design. Topics include static vs time-based media, digitization, compression algorithms and file types, bitmaps, vectors, animation sequences and interpolation. Through the hands-on sessions, students also have the opportunity to develop practical skills in digital image editing and animation techniques, visual communication, and the design and publication of small scale web sites.												
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate understanding of image and animation processing approaches and techniques. 2. Demonstrate understanding of compression algorithms and their use to reduce the physical impact of media files. 3. Explain legal and ethical concerns that pertain to the customization and use of media in web sites. 4. Demonstrate understanding of the principles that guide sustainable web site design. 5. Design and publish small-scale web sites that meet the needs of multifaceted, multicultural audiences. 												
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • Classroom lectures, discussions, and review of real-world cases based on specific theoretical concepts. Laboratory practical sessions. • Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. • Use of the Blackboard Learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 												
ASSESSMENT:	<table border="1"> <tr> <td colspan="2">Summative:</td> </tr> <tr> <td>1st assessment: Midterm Examination combination of short essay questions and case problems</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>2nd assessment: Portfolio of student work and oral assessment</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final assessment: Project small-scale web site with integrated customized building blocks</td> <td style="text-align: right;">60%</td> </tr> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>In-class and take home exercises</td> <td style="text-align: right;">0%</td> </tr> </table>	Summative:		1 st assessment: Midterm Examination combination of short essay questions and case problems	30%	2 nd assessment: Portfolio of student work and oral assessment	10%	Final assessment: Project small-scale web site with integrated customized building blocks	60%	Formative:		In-class and take home exercises	0%
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	<p>The formative assessments aim to prepare students for the summative assessments and expose them to teamwork.</p> <p>The 1st summative assessment tests the LOs 1, 2, 3</p> <p>The 2nd summative assessment tests the LOs 1-5.</p> <p>The final summative assessment tests the LOs 1-5.</p> <p><i>The final grade for this module will be determined by averaging all summative assessment grades, based on predetermined weights for each assessment. If students pass the final summative assessment, which tests all Learning Outcomes for this module, and the average grade for the module is 40 or above, students are not required to resit any failed assessments.</i></p>
INDICATIVE READING:	<p>REQUIRED READING:</p> <ol style="list-style-type: none"> 1. Chapman N., Chapman J. (2009). <i>Digital Multimedia</i>, John Wiley & Sons Ltd. 2. Williams J.M. (ed.). <i>Web Design 101 2nd ed.</i>, Webflow (free eBook) https://ebooks.webflow.com/ebook/web-design-101#ebook-content 3. Instructor's notes. <p>RECOMMENDED READING:</p> <ol style="list-style-type: none"> 1. Chavez C., Faulkner A. (2021). <i>Adobe Photoshop Classroom in a Book</i>, AdobePress. 2. Chun R. (2021). <i>Adobe Animate Classroom in a Book</i>, AdobePress.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <ol style="list-style-type: none"> 1. Kost J., (2021). <i>Photoshop essential training: The Basics</i>, Retrieved from: https://www.linkedin.com/learning/photoshop-2021-essential-training-the-basics/welcome-to-the-photoshop-essential-training-series?u=80069458 2. Labrecque J., (2021). <i>Adobe Animate essential training</i>, Retrieved from: https://www.linkedin.com/learning/adobe-animate-essential-training/animating-media-with-adobe-animate?u=80069458 3. Hendriksen M R., <i>WordPress 5 Essential Training</i>. Retrieved from: https://www.linkedin.com/learning/wordpress-5-essential-training/wordpress-an-introduction?u=80069458 <p>RECOMMENDED MATERIAL: N/A</p>
COMMUNICATION REQUIREMENTS:	<p>Daily access to the course's site on the College's Blackboard CMS.</p> <p>Communication using proper written and oral English.</p> <p>Use of word processing and/or presentation graphics software for documentation of assignments.</p>
SOFTWARE REQUIREMENTS:	<p>MS-Office</p> <p>Adobe Photoshop</p> <p>Adobe Animate</p> <p>Wordpress</p> <p>Mozilla Firefox, Google Chrome, Microsoft Edge, Opera</p>
WWW RESOURCES:	<p>https://www.linkedin.com/learning/</p> <p>https://wordpress.com/</p>

INDICATIVE CONTENT:	<ol style="list-style-type: none">1. Introduction to Multimedia2. Visual communication and visual design3. Image editing4. The animation process5. Compression strategies6. Web design principles and practices7. Web site development8. Ethical and legal considerations
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