

<b>DEREE COLLEGE SYLLABUS FOR:</b>													
<b>ITC 2039 LE CONCEPTS IN MULTIMEDIA AND WEB DESIGN</b> (Updated Summer I 2022)													
<b>3/0/3</b> <b>UK LEVEL: 4</b> <b>UK CREDITS: 15</b>													
<b>PREREQUISITES:</b>	None.												
<b>COREQUISITES:</b>	None.												
<b>CATALOG DESCRIPTION:</b>	Multimedia types, elements, and technical components; digital image editing; animation; web site development; sustainable digital media.												
<b>RATIONALE:</b>	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.												
<b>LEARNING OUTCOMES:</b>	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> <li>1. Demonstrate understanding of image and animation processing approaches and techniques.</li> <li>2. Demonstrate understanding of compression algorithms and their use to reduce the physical impact of media files.</li> <li>3. Explain legal and ethical concerns that pertain to the customization and use of media in web sites.</li> <li>4. Demonstrate understanding of the principles that guide sustainable web site design.</li> <li>5. Design and publish small-scale web sites that meet the needs of multifaceted, multicultural audiences.</li> </ol>												
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>• Classroom lectures, discussions, and review of real-world cases based on specific theoretical concepts. Laboratory practical sessions.</li> <li>• 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.</li> <li>• Use of the Blackboard Learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>												
<b>ASSESSMENT:</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2"><b>Summative:</b></td> </tr> <tr> <td>1<sup>st</sup> assessment: Midterm Examination combination of short essay questions and case problems</td> <td style="text-align: center;"><b>30%</b></td> </tr> <tr> <td>2<sup>nd</sup> assessment: Portfolio of student work and oral assessment</td> <td style="text-align: center;"><b>10%</b></td> </tr> <tr> <td>Final assessment: Project small-scale web site with integrated customized building blocks</td> <td style="text-align: center;"><b>60%</b></td> </tr> <tr> <td colspan="2"><b>Formative:</b></td> </tr> <tr> <td>In-class and take home exercises</td> <td style="text-align: center;"><b>0%</b></td> </tr> </table>	<b>Summative:</b>		1 <sup>st</sup> assessment: Midterm Examination combination of short essay questions and case problems	<b>30%</b>	2 <sup>nd</sup> assessment: Portfolio of student work and oral assessment	<b>10%</b>	Final assessment: Project small-scale web site with integrated customized building blocks	<b>60%</b>	<b>Formative:</b>		In-class and take home exercises	<b>0%</b>
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	<p>The formative assessments aim to prepare students for the summative assessments and expose them to teamwork.</p> <p>The 1<sup>st</sup> summative assessment tests the LOs 1, 2, 3</p> <p>The 2<sup>nd</sup> 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 <b>final summative assessment</b>, 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>
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <ol style="list-style-type: none"> <li>1. Chapman N., Chapman J. (2009). <i>Digital Multimedia</i>, John Wiley &amp; Sons Ltd.</li> <li>2. Williams J.M. (ed.). <i>Web Design 101 2<sup>nd</sup> ed.</i>, Webflow (free eBook) <a href="https://ebooks.webflow.com/ebook/web-design-101#ebook-content">https://ebooks.webflow.com/ebook/web-design-101#ebook-content</a></li> <li>3. Instructor's notes.</li> </ol> <p><b>RECOMMENDED READING:</b></p> <ol style="list-style-type: none"> <li>1. Chavez C., Faulkner A. (2021). <i>Adobe Photoshop Classroom in a Book</i>, AdobePress.</li> <li>2. Chun R. (2021). <i>Adobe Animate Classroom in a Book</i>, AdobePress.</li> </ol>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL:</b></p> <ol style="list-style-type: none"> <li>1. Kost J., (2021). <i>Photoshop essential training: The Basics</i>, Retrieved from: <a href="https://www.linkedin.com/learning/photoshop-2021-essential-training-the-basics/welcome-to-the-photoshop-essential-training-series?u=80069458">https://www.linkedin.com/learning/photoshop-2021-essential-training-the-basics/welcome-to-the-photoshop-essential-training-series?u=80069458</a></li> <li>2. Labrecque J., (2021). <i>Adobe Animate essential training</i>, Retrieved from: <a href="https://www.linkedin.com/learning/adobe-animate-essential-training/animating-media-with-adobe-animate?u=80069458">https://www.linkedin.com/learning/adobe-animate-essential-training/animating-media-with-adobe-animate?u=80069458</a></li> <li>3. Hendriksen M R., <i>WordPress 5 Essential Training</i>. Retrieved from: <a href="https://www.linkedin.com/learning/wordpress-5-essential-training/wordpress-an-introduction?u=80069458">https://www.linkedin.com/learning/wordpress-5-essential-training/wordpress-an-introduction?u=80069458</a></li> </ol> <p><b>RECOMMENDED MATERIAL:</b> N/A</p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<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>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>MS-Office</p> <p>Adobe Photoshop</p> <p>Adobe Animate</p> <p>Wordpress</p> <p>Mozilla Firefox, Google Chrome, Microsoft Edge, Opera</p>
<p><b>WWW RESOURCES:</b></p>	<p><a href="https://www.linkedin.com/learning/">https://www.linkedin.com/learning/</a></p> <p><a href="https://wordpress.com/">https://wordpress.com/</a></p>

<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"><li>1. Introduction to Multimedia</li><li>2. Visual communication and visual design</li><li>3. Image editing</li><li>4. The animation process</li><li>5. Compression strategies</li><li>6. Web design principles and practices</li><li>7. Web site development</li><li>8. Ethical and legal considerations</li></ol>
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