

Myung Park
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California State University, Sacramento

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Office Hours: TT: 10:00-11:30am

Course Overview

The purpose of this course is to introduce the concepts and tools used in multimedia production. The objectives of the semester will acquaint you with the technical and computer skills necessary for multimedia production. In addition to these skills, design principles in motion and issues of multimedia will be emphasized through the projects and discussions. Design concept and formal issue will be also utilized throughout the projects. You are expected to have a good basic working knowledge of typography, layout, color, and web site design. Computer workshop (Flash MX 2004) will be provided in class.

Objectives

- Learn the terminology of animation
- Learn how to create motion graphics in a given format using type, form, and image.
- Utilize visual, audio, and kinesthetic elements and design principles
- Explore the interactive experience and usability between people and technology
- Acquire proficiency in composing and publishing multimedia production
- Understand the characteristics of technology and select appropriate forms to create specific experiences.

Content

There are two content areas for this course: Animation and Action Scripts These are related and will build upon the previous area. Flash animations will encompass navigation elements along with action scripts.

Lab Rules

No food or drink allowed in the lab. Avoid working on assignments while the instructor is in lecture, demonstration or critique. Do not work on assignments for other class. Avoid surfing the net or emailing during the class. Always be prepared for class. There will be times for you to work on your project in class. Please use them wisely for your own good in graphic design. There will be no excuses for not being productive during these working times. Failing to meet this expectation will result in deducting class participation points.

Attendance

Attendance is mandatory, and will be taken at the beginning of every class. Every absence after the third absence will result in one letter grade off the final semester grade.

You are expected to be in attendance for the full duration of the class meeting. Lectures and important announcements will be held at the beginning of the each class; thus be on time. Every three late arrivals will be counted toward one-day absence, and early departures from the class will be considered as absences. If you walk in late to class, it is your responsibility at the end of the class to let

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the instructor to know that you were late and not absent. Failures to inform the instructor of your late arrival will make your absence permanent and cannot be redeemed in the future.

Academic Honesty

Any work that falls under the university guidelines for plagiarism will receive a F grade. You should save all process-related information to document the academic integrity of your work. Work done for this class must not be submitted to any other course for evaluation or credit. Likewise, the work submitted for this course must be executed specifically for this class and not part of a project for any current or past course.

California State University, Sacramento
Policies and procedures
<http://www.csus.edu/admbus/umannual/UMA00150.htm>

Course Expectations

This course will demand considerable discipline, and require you to work outside of class. Students are responsible for all information given in class, all assigned projects, and readings. Completing the readings, practices and preparations before every class are required to perform high quality projects. Contribute adequate hours to be creative on the projects. To be successful in this course, you will that kind of commitment.

Time management is crucial when you have multiple tasks from various courses. Have balanced working hours for each task. The first step to managing your time is knowing how much you must do and how much you can do. Begin by figuring the number of hours you will be spending for each course. You need to plan for 3 hours of study for each credit hour. For this course, you need at least 9 hours per beside of class.

Use a Weekly Planner that allows you to see the entire week at once. Before the week begins, schedule in the times you know you'll need. Keep adding to it as the week goes on and make adjustments where needed.

Use a Semester Schedule. Seeing the year or semester as a whole lets you stay aware of due dates, deadlines and overlapping projects.

Use a daily To Do List. Start your list the night before, and update as the day goes on. This helps you prioritize your things to do and reminds you of tasks you want to get done each day.

Be sure to review your schedule frequently. Check to see if you are actually following your schedule. If not, why? Do you need to make adjustments? If you are following the schedule, is it working for you? Be willing to update your schedule as needed.

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Design Process

You will be expected to follow the recommended design process during each project, as outlined by your instructor. In many cases, specific methodologies will be required, as they are known to increase ideation or enhance production efficiency. Evaluation of your design process will always be factors in your final project grade. This evaluation includes your ability to meet interim deadlines, present an appropriate quantity of preliminary sketches, preparation, and participation in each class meeting.

Grading

Grading will be based on projects, group activities, and participation/preparation throughout the semester. Evaluation of projects includes your ability to meet deadlines, an appropriate quantity of research/sketches, quality of progress, and aesthetic and technical aspect.

The grading criteria for each project will be provided on each project statement. As always, if you are unclear about the criteria, it is best to ask for clarification at the beginning of the project, not at the end. If the terminology used or the objectives stated are confusing to you, please let your instructor know. This way you can be best assisted in achieving the learning objectives of the project.

Work of average merit will be graded at the C level. Taking direction and following parameters are basic to an average achievement, a C grade, in this course. In order to achieve an A grade on any of the projects, your work must reach consistently at the excellent level when compared to the average achievements. A student who demonstrates creative thinking and beyond normal exploration under given conditions will be given excellent achievement, an A grade. Creative thinking and exploration goes beyond simply doing what the instructor directs and follow given parameters.

Total points	600
Project 1	150
Project 2	150
Project 3	200
Participation/Preparation	100

	A: 600-565	A-: 564-540
B+: 539-517	B: 516-493	B-: 492-480
C+: 479-457	C: 456-433	C-: 432-420
D+: 419-397	D: 396-373	D-: 372-360

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Deadline

Projects are due at the beginning of the specified class period, without any excuses. Projects that are one class period late will be accepted with one letter grade deduction; two classes will have two letter grades down and so on. In-class assignments and homework also must be turned in the day they are due. Serious and compelling with documented reason (i.e., physician's note for major illness) would be acceptable for late projects and assignments.

Do not trust that your computer, printer, or something else that relate to your project will always work. Computer crashes and damages, lost files by any means, and printer problems (Including vendor's printers), might prevent you from turning your project in time; therefore, always be aware of these accidents. Save early and save often, make back ups for every file. You should finish (one or two days) early to compensate such unexpected problems.

Preparation

To be prepared for class means coming with the required materials, finished assignments, homework and progress developments that should reflect your maximum efforts.

Participation

Participating students are actually do productive work through the duration of the class meeting.

Good participation includes:

- Staying on task during class activities
- Paying attention when instruction is being given
- Questions when a concept or task is not understood
- Interacting with an instructor during working hour
- Participating productively in the group activity.

Poor participation includes:

- Leaving class early without permission
- No paying attention
- Working on other class' assignments
- Surfing internet or emailing

Design Archives Submission

Each student will be encouraged to submit a copy of project production from this course for the graphic design archives. This piece may be selected by an instructor.

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Recommended book

Macromedia Flash MX 2004 Hands-On Training by Kimberlee Weil. Peachpit Press

Macromedia MX 2004 for Windows & Machintosh by Katherine Ulrich. Peachpit Press

Software requirement

Flash MX 2004

Email communication

Please provide your email that you check everyday basis. I will communicate any concern and reminder via email. If you change your email that you provide me, let me know immediately.