COURSE INFO

Art 222 Digital Multimedia
6 hours lecture/lab per week

Prerequisite(s): ART 202, with a grade of “C” or higher and approval of the Digital Multimedia entrance portfolio review or acceptance into a NMA AS specialization.

ART 222 provides studio experience in multimedia concepts and techniques including video editing, compositing, motion graphic design, sound editing, and multimedia interface design through the creation of time-based works of art.

COURSE OBJECTIVES/COMPETENCIES

Upon successful completion of ART 222, the student should be able to:

• Integrate the techniques used in image processing, motion graphic design, digital video editing, sound editing, and multimedia authoring software in the creation of unified multimedia works of art.
• Prepare preliminary concept drawings and storyboards used for time-based works of multimedia.
• Demonstrate the ability to independently research multimedia related topics, analyze basic information structures, and organize ideas into comprehensive information hierarchies.
• Successfully apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to digital multimedia assignments.
• Use design problem-solving strategies to complete the creative process from concept development through revisions to the final product.
• Develop strong group communication skills by effectively defending course work and speaking clearly during critiques.

COURSE CONTENT

A. Digital Multimedia: Theory and Aesthetics

• Review of digital multimedia in the contexts of art, design, and technology and its effect on the human condition.
• Evaluation of successful usage of motion graphic design, video editing, sound design, and interactivity in digital multimedia.

B. Design Issues Incorporating Digital Multimedia
• Development of graphically unified digital multimedia design through the successful application of the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments

C. Multimedia Production Technique 33%
• Writing for time-based media; preliminary concept drawings; storyboards; creation of graphical elements; interface design incorporating HTML and CSS, motion graphic design; sound design and interactivity for digital multimedia
• Preparation of graphics optimized and compressed for digital multimedia

TEXTS

There are no required texts for this course. Readings will be supplied by the instructor on a week to week basis, in either paper handout form or online.

Recommended, but not required, texts:

• After Effects CS4 Professional for Windows and Macintosh: Visual QuickPro Guide
  by Antony Bolante

MATERIALS

The primary software used in this class is Adobe Premiere, Adobe After Effects, Adobe Audition/SoundBooth, and Adobe Encore, all of which are part of the Adobe Video Collection which will be installed on all computers in class and in the labs. We will also use Adobe Photoshop and Illustrator along with freeware applications available for download on the internet.

Digital video camcorders will be available for shared use throughout the semester. While it is not required, it is helpful and convenient if students use their own camcorders.

Students will be required to submit sketches on plain white paper. While it is not required, it is recommended that you purchase a cheap sketchbook and a set of black and/or grayscale markers.

Additional materials may include backup storage and disks (such as an external hard drive, blank cd’s, dvd’s, or a usb flash card) and printer paper.

INSTRUCTOR’S EXPECTATION:

Attendance and class participation are important to succeed in this course. Lectures will be given once. It is essential that you attend class, arrive promptly and remain for the full duration of the scheduled class period. Leaving class early without permission will result in an absence marked for that class period. Consistent lateness and absences may result in a lower grade for the semester due to the missed opportunities for participation in class discussions. If you are absent for medical reasons, please provide a note from your doctor or nurse. More than five unexcused absences will result in a final grade of a F. Three tardies will equal one unexcused absence. If there is a severe family problem, a long-term personal illness, or something else that may interfere with the course, please discuss this with me as early as possible. So long as I know about any potential problems in advance, there is usually a solution. Please do not wait until it is too late so as to avoid any repercussions to your grade. For unexcused absences, students will need to make arrangements with other class members regarding missed information.

Taking notes during lectures and demonstrations is recommended. Time outside of class will need to be consistently spent on projects in order to meet the requirements of the class.

There will be no email during class time! You can only check your email during class breaks.

METHOD OF INSTRUCTION
The method of instruction will include lectures, lessons, demonstrations, project development, individual instruction, group discussions, and critiques.

METHOD OF EVALUATION & GRADING POLICY:

A. Projects/Assignments

   a. Clarity of Conceptual Understanding 40%
      Students must demonstrate their conceptual understanding of project assignments by creating preliminary sketches and drawings and by meeting each project’s thematic and technical specifications. Students will be asked to defend their conceptual understanding of the course content through their group communication skills during critiques.

   b. Quality of Execution of Assignments 40%
      Each student will be expected to conduct their own research and create their own documentation and design assets (sketches, creative briefs, graphical elements, photography, video, designs, etc.) based on project guidelines. Completing tutorials and assignments will demonstrate the ability to execute specific software techniques. The aesthetic quality of the designs will be assessed during critiques and during the final grade evaluation period based on the application of the visual elements of line, shape, value, color, texture, space, time and motion as well as the design principles of balance, rhythm, emphasis, contrast, variation, unity and motion.

B. Participation/Attendance 20%

   Students will be expected to participate as active class members. This includes attending all classes; meeting weekly, midterm, and final project deadlines; completing production time outside of class and in the lab environment; and participating as dependable team members. During critiques, all students are required to participate as both presenters and critics.

Grading is based on assignments, projects, and class participation. It is the responsibility of the student to collect handouts, take notes, complete and turn in assignments on due dates. Make-up assignments will be administered only in cases where there is a valid medical reason accompanied by a doctor's note. Missing a deadline will result in a full letter grade reduction for that project unless there is a valid medical reason or a family emergency. Projects may be revised and turned in again for re-grading.

   • Any student missing the mid-term/final semester critique or not turning in a midterm/final project without prior permission will have a full letter grade taken off the final semester grade.

All projects are worth 100 points each. Letter grades are dictated as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>59-0</td>
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The final course grade will be calculated as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Weekly Assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Mid-Term Assignment</td>
<td>20%</td>
</tr>
<tr>
<td>Final Assignment</td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
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SPECIAL STUDENT SERVICES (SSSO)
Extended time in a distraction-free environment is an appropriate accommodation based on a student’s disability. If you do have a disability and have not disclosed the nature of your disability and the support you need, you are invited to contact the Special Student Services Office, 734-9552, ‘Ilima 105.

**STUDENT CONDUCT CODE**

A college campus is a community with specific behavior expectations designed to allow all students, faculty, and staff to flourish. Please familiarize yourself with KCC’s Student Conduct Code in the course catalog. You should know your rights and responsibilities on campus. The Student Conduct Code describes specific campus policies related to: drug and alcohol use, smoking, lethal weapons, sexual harassment and sexual assault, academic honesty, nondiscrimination, and family privacy.

In all campus environments, Disruptive Behavior will not be tolerated. This means: any speech or action that (1) is disrespectful, offensive, and/or threatening; (2) interferes with the learning activities of other students; (3) impedes the delivery of college services; and/or (4) has a negative impact in any learning environment.

**THIS CLASS IS A “SAFE ZONE”**

Discriminatory or rude comments of any kind, particularly regarding gender, ethnicity, sexual orientation, or religion, will not be tolerated.

**SCHEDULE**

Throughout the semester we will be covering a variety of digital multimedia topics and principles. Topics will include:

- Video capture
- Lighting techniques
- Video editing
- Adding audio & lite audio effects
- Dvd authoring
- Story structure
- Recording audio
- Editing audio
- Animating in after effects
- Basic 3D in after effects
- Animated transitions
- Layering video
- Keying

**Week 1 :: introduction**

Topics covered:
- Introduction to the course
- What is multimedia?
- Introduction to Premiere
- Introduction to video editing

Assignment:
- Stop Motion Animation – due Week 3

**Week 2 :: Stop Motion Animation**

Topics covered:
- Adding Audio
• Creating an auto-play DVD

Assignment:
• DVD Slideshow

Week 3 :: video editing

Topics covered:
• Capturing digital video and audio – the full process

Assignment:
• Stop Motion Animation Due
• Video editing project begins – due Week 6

Week 4 :: video editing

Topics covered:
• Recording voice narration and custom sound effects
  • Intro to After Effects

Assignment:
• Video editing project – due Week 6

Week 5 :: video editing

Topics covered:
• Video exporting and compression
  • Text animation in After Effects

Assignment:
• Video editing project – due Week 6

Week 6 :: time-based multimedia

Topics covered:
• 3D in After Effects

Assignment:
• Video editing project Due
  • MID-TERM Time-based multimedia project begins – due Week 10

Week 7 :: time-based multimedia

Topics covered:
• More After Effects techniques
  • Intro to Audition

Assignment:
• MID-TERM Time-based multimedia project – due Week 10

Week 8 :: time-based multimedia

Topics covered:
• Advanced After Effects techniques

Assignment:
• MID-TERM Time-based multimedia project – due Week 10

Week 9 :: time-based multimedia

Topics covered:
• Into to Adobe Encore

Assignment:
• MID-TERM Time-based multimedia project – due Week 10

Week 10 :: time-based multimedia

MID-TERM CRITIQUE

Assignment:
• MID-TERM Time-based multimedia project Due
• FINAL Time-based multimedia project and DVD interface – due Week 17

Week 11 :: time-based multimedia + interface design

NO CLASS: SPRING BREAK

Assignment:
• FINAL Time-based multimedia project and DVD interface – due Week 17

Week 12 :: time-based multimedia + interface design

Topics covered:
• Intro to Flash Video (.flv)
• Embedding Video into HTML and Flash Interfaces

Assignment:
• FINAL Time-based multimedia project and DVD interface – due Week 17

Week 13 :: time-based multimedia + interface design

Topics covered:
• Advanced Adobe Encore

Assignment:
• FINAL Time-based multimedia project and DVD interface – due Week 17

Week 14 :: time-based multimedia + interface design

Topics covered:
• More multimedia techniques in Premiere, After Effects, Flash, HTML, and Encore

Assignment:
• FINAL Time-based multimedia project and DVD interface – due Week 17

Week 15 :: time-based multimedia + interface design

Topics covered:
• More multimedia techniques in Premiere, After Effects, Flash, HTML, and Encore

Assignment:
• FINAL Time-based multimedia project and DVD interface – due Week 17

Week 16 :: time-based multimedia + interface design

Topics covered:
• More multimedia techniques in Premiere, After Effects, Flash, HTML, and Encore

Assignment:
• FINAL Time-based multimedia project and DVD interface – due Week 17
Week 17 :: time-based multimedia + interface design

FINAL CRITIQUE

Assignment:
  • FINAL Time-based multimedia project and DVD interface Due