

Computer Programming Department
Business/Public Service Division
GREENVILLE TECHNICAL COLLEGE

COURSE SYLLABUS

Course Title: Multimedia for the Web

Course Number: IST 240

Lecture hours per week: 3.0

Lab/Clinic Hours:

Semester credit hours: 3.0

Pre-requisite: IST 237

Catalog course description: This course introduces a range of experiences planning and producing multimedia to enhance and professionalize websites, including original and adapted graphics (bitmapped and vector, 2-D and 3-D); animation (frame-based, path-based, and program- or script-based); sound; video, database integration; and e-commerce. Note: Course taught via College Online only.

Purpose of the course:

1. To develop skills and methods for producing original and adapted optimized graphics to be incorporated as static, dynamic, or interactive elements into web sites.
2. To create animations and interactive effects using original or adapted text and graphics to achieve the goals and purposes of a website.
3. To design and plan multimedia production for complex websites including sites that integrate graphics, animations, interactivity, sound, video, and database elements.
4. To evaluate and design website interfaces that support usability, accessibility, and accountability (in terms of copyright, bandwidth, confidentiality and other issues) for existing and newly created websites.

Required text(s) or other materials:

1. Adobe Flash CS4 Revealed; Jim Shuman; Cengage Learning; ISBN: 978-1-4354-4194-1
2. Software tools needed: Adobe Flash CS4 or Adobe Flash CS5 Adobe Flash CS4 is available in the Engineering Technologies Building (Building 103) – Room 113 computer lab.
3. NOTE: Students in traditional classes must access Blackboard for course-related information. Students in hybrid and online classes will access their online content through Blackboard.

COLLEGE-WIDE STUDENT LEARNING OUTCOMES

1. Communication – Students will demonstrate the ability to use active reading and listening skills and to produce effective written and oral communication for varying audiences.
2. Information Technology and Technological Literacy – Students will demonstrate competency in using computer technology within a field of study.
3. Critical Thinking/Reasoning – Students will demonstrate the ability to apply the scientific method, mathematical processes, and research skills to analyze and solve problems/issues by using reflection and reasoning to justify conclusions.
4. Professional and Personal Responsibility – Students will demonstrate the ability to exhibit conduct, attitudes, and etiquette appropriate to the student's community and chosen career. Students will demonstrate the ability to manage time, to use effective interpersonal skills, and to display responsible behavior.
5. Diversity – Students will demonstrate the ability to recognize diversity and to demonstrate respectful conduct and attitudes toward all. Students will demonstrate the ability to explain how global issues impact life, work, and opportunities.

Approved March 26, 2009

COMPUTER PROGRAMMING PROGRAM STUDENT LEARNING OUTCOMES

Upon successful completion of the CPT/Programming program, the graduate will be able to:

1. Students will be able to analyze, design, develop, and document solutions that will satisfy the information needs of business users using established design methodologies and standards.
2. Students will be able to design, create, test, and document logical programming solutions to prescribed specifications following established standards and using current development environments and languages for application development and database management.
3. Students will be able to demonstrate the knowledge and ability to install and maintain microcomputer hardware and operating system software.
4. Students will be able to demonstrate the use of a minimum of three business application software packages.
5. Students will be able to demonstrate fundamental team building, project management, and presentation skills by participating in team projects that include team goals and values, a development methodology for documentation and coding, group presentations, and exposure to topics such as diversity, time management, and goal setting.
6. Students will be able to demonstrate the ability to take initiative, assume responsibility, and work under pressure with minimum supervision by successfully completing "hands-on" computer lab assignments.

IST 240 COURSE OUTCOMES

Students who successfully complete this course will have demonstrated the skills necessary to accomplish the following objectives with a minimum competency of 70 percent.

1. Define and explain the use of digital, multimedia, and interactive multimedia to enhance and professionalize a website.
2. Perform the functions necessary to capture and acquire digital images demonstrating responsible compliance with copyright and bandwidth considerations.
3. Use paint, draw, 3-D, image editing, and animation functionalities to produce original and adapted multimedia elements for use in current and future websites.
4. Identify sources for digital audio and video and incorporate these responsibly into a website.
5. Create user interfaces with color schemes, navigation plans, and unifying metaphors that support the usability and accessibility of the site and the best practices of website design.
6. Plan a web site that integrates multimedia elements appropriately and effectively.
7. Demonstrate the use of a minimum of three web design software packages, including Flash, Fireworks and Dreamweaver.
8. Demonstrate the ability to take initiative, assume responsibility and work under pressure with minimum supervision by successfully completing "hands-on" computer lab assignments.

The objectives of the IST 240 course are intended to meet the Computer Programming program competencies numbered 2 and 6 above.

IST 240 – MAIN TOPICS

UNIT 1: (Chapter 1) Getting started with Adobe Flash CS4

- A. Understand the Adobe Flash CS4 workspace
- B. Open a document and play a movie
- C. Create and save a movie
- D. Work with the timeline
- E. Distribute an Adobe Flash movie
- F. Plan an application or a website

Unit 1 Test and Unit 1 Project

UNIT 2: (Chapter 2) Drawing Objects in Adobe Flash

- A. Use the Flash drawing tools
- B. Select objects and apply colors
- C. Work with drawn objects
- D. Work with text and text objects
- E. Work with layers and objects

Unit 2 Project

UNIT 3: (Chapter 3) Working with Symbols and Interactivity

- A. Create symbols and instances
- B. Work with libraries
- C. Create buttons
- D. Assign actions to frames and buttons
- E. Importing Graphics

Unit 3 Test and Unit 3 Project

UNIT 4: (Chapter 4) Creating Animations

- A. Create Motion Tween animations
- B. Create Classic Tween animations
- C. Create frame-by-frame animations
- D. Create Shape Tween animations
- E. Create movie clips
- F. Animate text

Unit 4 Project

UNIT 5: (Chapter 5) Creating Special Effects

- A. Create a mask effect
- B. Add sound
- C. Add video
- D. Create an animated navigation bar
- E. Create animations using inverse kinematics
- F. Create 3D effects

Unit 5 Test and Unit 5 Project

UNIT 6: (Chapter 6) Preparing and Publishing Movies

- A. Publish movies
- B. Reduce file size to optimize a movie
- C. Create a pre-loader
- D. Use HTML publish settings

Unit 6 Project

UNIT 7: (Chapter 7) Importing and Modifying Graphics

- A. Understand and import graphics
- B. Break apart bitmaps and use bitmap fills
- C. Trace bitmap graphics
- D. Use the Deco Tool with imported graphics

Unit 7 Project

UNIT 8: (Chapter 8) Building Complex Animations.

- A. Plan for complex movies and animations
- B. Create an animated graphic symbol
- C. Create a movie clip symbol
- D. Animate buttons with movie clip symbols

Unit 8 Project

UNIT 9: (Chapter 9) Using ActionScript

- A. Work with the Actions Panel
- B. Work with targets and movie clip symbols
- C. Create interactive movie clip symbols
- D. Define variables

Unit 9 Project

NOTE: Students enrolled in the online class will have a Class Calendar/Outline to follow.

UNIT 10: (Chapter 10) Adding Sound

- A. Work with sound
- B. Specify synchronization options
- C. Modify sounds
- D. Use ActionScript with sound

Unit 10 Project

UNIT 11: (Chapter 11) Using Advanced ActionScript

- A. Create complex interactivity
- B. Use ActionScript to create external links
- C. Load new movies
- D. Work with conditional actions

Unit 11 Project

UNIT 12: (Chapter 12) Working with Behaviors and Components

- A. Work with behaviors
- B. Work with components

Unit 12 Project

PORTFOLIO PROJECT

IST 240 – COURSE SPECIFIC REQUIREMENTS

It is recommended that you purchase your own copy CS4 Web Premium, Student Edition to use for this class and for IST 238. You are entitled to the educational discount. The educational version is a full version of the software, limited to non-commercial use. This discount is available through the GTC bookstore, or from education discount websites such as www.compuserve.com and www.academicsuperstore.com. The cost should be under \$350. Student Edition is for non-commercial use only. If you will be making commercial use of the software, purchase Creative Suite Web Standard (\$399) or Creative Suite Web Premium (\$549).

Software is also available for your use in the Business/Public Service Division Student Lab located in the Engineering Building (#103), Room 115, on the Barton Campus.

IST 240 – EVALUATION AND GRADING INFORMATION

GRADING POLICY

Fifty (50) percent of the final grade will be based on the average of the unit projects.

Twenty (20) percent of the final grade will be based on the average of unit tests.

Ten (10) percent of the final grade will be based on the grade for bulletin board participation.

Twenty (20) percent of the final grade will be based on the grade for Final project. The Final project takes the place of the final exam for this course.

Final letter grades will be issued as follows:

A	=	90 - 100	points
B	=	80 - 89	points
C	=	70 - 79	points
D	=	60 - 69	points
F	=	0 - 59	points

READ THIS SYLLABUS CAREFULLY

You should read this syllabus carefully and ask your instructor about *any* aspects that you do not understand. The syllabus is an agreement between you and your instructor concerning course objectives, course content, grading, and other policies and procedures particular to this course. The above information is specific to the course. Three additional documents are provided as attachments and *are considered a part of this syllabus*:

Attachment 1:

Each instructor will provide a supplement to this syllabus. The supplement will include: a week-by-week plan of instruction based on the section in which you are enrolled; your instructor's name, office hours and/or office location; and your instructor's contact information and recommended best methods to contact your instructor.

Attachment 2:

The Department responsible for developing and teaching has policies and procedures in place to assure quality instruction for all students. These are attached as "Departmental Policies and Procedures."

Attachment 3:

Please note that it is your responsibility to read the current Student Handbook included in Greenville Technical College's Catalog. (See website.) The Student Handbook addresses specific academic and student conduct policies and procedures. Excerpts from the Student Handbook representing the policies and procedures most often referred to in working with students are provided for your convenience as "Attachment 3."

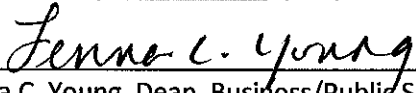
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13 Dec 10
Date

This syllabus will remain in effect until revised or reviewed no later than August 2011.