## Intro to Multimedia (CM204.03), Fall 2017

**Instructor** Masudul (Mas) Biswas, Ph.D. Office: CT M026A Office Phone: 410.617.6753 | Email: mkbiswas@loyola.edu

> **Class Time and Place** T, TH @CT M021 from 10:50 a.m. - 12:05 p.m.

**Instructor's Office Hours** T/TH: 2 – 3:30 p.m., W: 10:30 – 11:30 a.m. and by appointments

## **Catalogue Description:**

Drawn from the Western Tradition in the arts and philosophy, applied media aesthetics is used to examine how contemporary electronic media -- including radio, sound recordings, television, motion pictures, video games, and computer applications -- communicate sense and meaning. Learning activities include spoken and written analysis and interpretation of sample works. This course can be beneficial for all producers, critics, and consumers of the mass media.

In addition to examining contemporary electronic media through the lens of applied media aesthetics, this section of the course (CM204.03) will experience and learn about the applications aspects of multimedia. Therefore, in the second half of the semester, course materials and activities will cover *essential conceptual knowledge* and *introductory-level skills* required for multimedia storytelling or digital content creation.

By the end of this course, you will develop familiarity and gain experience on the process of multimedia storytelling. This class is not equivalent to level-1 classes offered on web, graphics, audio & radio, and video; rather this class will offer you some foundational knowledge and skills for specific courses on web development, video, audio and graphics.

Since, in fall 2018, the department will merge two existing intro classes into one new intro class --"Digital Storytelling" – both aesthetic and application aspects of multimedia will be covered in this section of Intro to Multimedia class (COM204.03).

## **Textbook:**

Herbert Zettl, Sight Sound Motion: Applied Media Aesthetics, 8th Ed. (Belmont, CA: Wadsworth, 2017).

Since we will use this book first half of this semester in our class and this textbook can be pricey, you can choose to buy or acquire this textbook through following ways. These are my suggestions only and go for the option with which you feel more comfortable (if you are aware of any other price-saving option or you would like to just buy this book, go for it):

• Rent the book from publisher's website until the last week of October, 2017 or November 2017 or January 2018: <u>https://www.cengagebrain.com/shop/isbn/9781305578906</u>

- You can rent a used version of this textbook edition from the Loyola Bookstore.
- You can rent this book digitally through Loyola Bookstore (if you are okay going through installing apps for reading this book on screen).
- From the publisher's website -- <u>http://www.cengage.com/c/sight-sound-motion-applied-media-aesthetics-8e-zettl#compare-options-banner</u> -- you can opt for this option: MindTap 1 Term (6 Months) + Loose-leaf

**Additional Readings.** Additional reading materials, in the form of articles, lecture notes and slides, will be accessible through "<u>Course Readings and Lecture Notes</u>" section of the Moodle. These readings will mostly be about the topics covered in the second half of the semester "Essential Tools for Multimedia Storytelling/Digital Content Creation."

**Supplies.** If you do not use your personal computer for class activity/assignment purpose, then please make sure to save your work and activity files in your USB/flash drive. Also, the use of OneDrive or Google Drive or Dropbox is highly encouraged for back-up your class activity and draft and completed versions of your assignments.

## **Course Learning Aims, Activities and Outcomes:**

A learning aim is what we are trying to accomplish; a learning outcome is what you should be able to do upon successfully completing the course.

Learning Aims	Activities	Learning Outcomes	CM Learning Outcomes	Loyola Learning Aims
To provide intellectual tools of applied media aesthetics for analysis and interpretation of contemporary media.	Reading textbook and articles, quizzes, discussion, class activities, presentations, assignments, exam.	Analyze screen media messages according to six aesthetic fields of experience.	Master the technological and communication skills to disseminate information effectively.	Intellectual Excellence, Critical Understanding, Eloquentia Perfecta, Aesthetics
To reveal the richness and complexity of mediated communication as expressions of Western artistic and philosophic traditions.	Reading textbook and articles, quizzes, discussion, class activities, presentations, assignments, exam.	Interpret the aesthetic effects of screen media messages on audiences.	Synthesize knowledge using interdisciplinary approaches.	Intellectual Excellence, Critical Understanding, Eloquentia Perfecta, Aesthetics

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To prepare media producers, critics, and managers to deal systematically and effectively with complex media messages.	Reading textbook and articles, quizzes, discussion, class activities, presentations, assignments, exam.	Judge the effectiveness of screen media to achieve desired audience effects according to principles of aesthetics.	Utilize research skills in order to access, analyze, and evaluate information.	Intellectual Excellence, Critical Understanding, Eloquentia Perfecta, Aesthetics
To introduce the tools and techniques of multimedia storytelling/digital content creation	Reading articles, watching/reading and completing tutorials, class activities, exam, homework assignments, project.	Create a coherent story with multimedia or multiple digital content.	Master the technological and communication skills to disseminate information effectively	Eloquentia Perfecta, Aesthetics
To offer an understanding of the process of multimedia storytelling/digital content creation	Reading articles, watching/reading and completing tutorials, class activities, exam, homework assignments, project.	Demonstrate an understanding of the process of digital content creation or multimedia storytelling	Master the technological and communication skills to disseminate information effectively	Eloquentia Perfecta, Aesthetics
Sources: http://www.loyola.edu/admission/undergraduate/academics/learning-aims, http://www.loyola.edu/academics/communication/undergraduate/learning-aims				

http://www.loyola.edu/academics/communication/undergraduate/learning-aims

# Apps, Devices and Software

**Devices.** In addition to lab computers, you will be expected to use your personal computer and smartphone for the purpose of assignments and learning in this class. Use of smartphone will be essential for the assignments on audio, video and image/graphics.

**Software.** The Adobe Creative Cloud and other multimedia software are loaded on the computers in College Center Room M021 and M024. We will review relevant software applications <u>in the second half of this semester</u>; however, you'll need to work on tutorials and assignments and practice software activities outside of class in order to get the most out of these applications. Therefore, please install the following software on your personal computer:

 Adobe Photoshop (You need to download it through Adobe Creative Cloud. Free for Loyola Students. Apply for your Creative Cloud license here, <u>http://www.loyola.edu/department/technology-services/services/software/adobe-creative-cloud</u>) Alternatively, Smarphone Apps: **PS Express** (Adobe Photoshop Express)

- We will use **SoundTrap audio recording and editing tool (instead of Audacity)** --<u>https://www.soundtrap.com/</u> -- that can also be installed on your smartphone – either on Android or iPhone.
- Download the free version of the WowSlider (a visual slideshow maker) from <a href="http://wowslider.com/">http://wowslider.com/</a>
- For video editing, depending on your skill level, you will be expected to use either iMovie or **Adobe Premiere's smartphone version Adobe Clip/Adobe Premiere Clip**. iMovie is usually installed on MAC computers and latest iPhone.

Online tools:

- Google Fusion Table (DataViz): Use of Gmail account will be essential to utilize this tool.
- Canva: Sign up for free Canva account on canva.com. Canva is web-based software for graphic design, inforgraphic and promotional design.
- YouTube/Vimeo: You will need to create an account for your channel on YouTube or Vimeo. For YouTube, you can use your gmail account credentials (username and password).
- Soundcloud: You also need to create a Soundcloud account. It is a YouTube like platform, but for audio files.

CMS:

The instructor is in the process of acquiring sub-domain on a website, running on WordPress.Org (a web development software), for each student in this class. In addition, you may be asked to sign up for a CMS – WordPress.Com or Wix.Com – to experience web design process with multimedia content.

**Apps.** You will be expected to use Voice Memo app on iPhone or equivalent app on Android for audio and multimedia web project assignment.

## **Class Attendance Policies:**

**Attendance Policy.** Students are expected to come to every class session. The success of many aspects of class, like discussion, peer critiques, and class activities, will depend on attendance. Attendance is recorded at the beginning of each class session.

Students who choose not to attend will be penalized for excessive absences, as follows:

- 2 unexcused absences = No effect on the final course grade.
- More than 2 unexcused absences = Minus one letter grade from final course grade for each absence.

<u>Grade Reduction Examples.</u> A student earning an overall "B+" on all the assigned work and having four unexcused absences will receive a penalty of two grades (4 unexcused absences minus 2 allowed) or a Final Class Grade of "B-." Another student earning a "C+" and having six unexcused absences will receive a penalty of 4 letter grades (6 unexcused absences minus 2 allowed) or a Final Class Grade of "F."

If, for reasons of health or other emergency, a student knows that he/she will be absent from class for several days, the student should inform the Academic Advising and Support Center (AASC) by telephone (410) 617-5050. The AASC will, in turn, notify the student's instructors. *Only instructors can excuse absences.* 

**Definition of an Excused Absence.** Excused absences are identified by the course instructor. Such excused absences include health problems, family and personal emergencies, absence from campus on official University activities such as athletic competition or academic field trips. In some of these cases, students will be expected to provide appropriate documentation (e.g., doctor's note).

**Excused Absence for University-approved activity.** The student is responsible for personally informing the course instructor of such University-approved activities and must not expect other persons to convey such information to the course instructor. Therefore, absences for official university activities will not be excused unless the student personally informs the course instructor about them.

**Class Policy on Assignments and Absences.** If you are absent, it is your responsibility to get notes from a classmate and to makeup missed assignments; quizzes cannot be made-up following an unexcused absence. Exceptions are intended to accommodate illness, emergencies, religious holidays, and university-sponsored trips.

**Class Policy on Excessive Absences.** If a student's absences, both excused and unexcused, reach what the course instructor considers to be unacceptable proportions, the course instructor reserves the right to make a professional judgment that a student has not satisfactorily completed the course and to record a final grade of "F" for the student.

## **Computer Policies:**

**Computer Proficiency.** General proficiency in using personal and Mac computers is assumed. Help is available from the course instructor and from Loyola University Technology Services (410) 617-5555, <u>ots@loyola.edu.</u> *A class policy excludes technology problems as an excuse for late submission of assignments. So make sure to begin working on your project and assignment well ahead of deadline and keep a back-up of your work-in-progress.* 

**Required Use of Loyola E-mail Account.** The course instructor will post notices of class events, assignments, grades, and other course matters to the course Moodle site and also by e-mail to class members' Loyola University e-mail accounts. Students are obliged to check their accounts daily for course-related messages. The course instructor endeavors to protect the privacy of all students. Personal information such as grades & critiques are kept confidential.

**Computer Lab.** Students will have access to Apple Macintosh® computers in Department of Communication media laboratories for working on course assignments so long as they abide by laboratory policies and provide for lab security. Use your Loyola ID card to gain access to the lab and to activate printing. This access means you can do homework and print in the lab whenever you want except for during classes (schedule posted). You are expected to follow posted lab rules. If you need help with your software and hardware questions, call Technical Services at x5555, (410) 617-5555.

## **Class Policies:**

**Student Athletes.** Each student athlete is required to provide to the course instructor printouts of documents indicating class absences for athletic events. While absences for mandated athletics events are excused, missed work is not excused and must be made up. When necessary, negotiate deadline extensions with the course instructor.

**Learning Disabilities.** To request academic accommodations for a disability, contact the Disability Support Services (DDS) Office at (410) 617-2062. It is your responsibility to present letters from the DSS Office indicating your need(s) for accommodation of disabilities to the course instructor within the first two weeks of class. Every effort will be made to provide such accommodations in this course while respecting the student's privacy.

**Loyola University Deadline for Course Withdrawals.** The Course Calendar gives the university's deadline for withdrawing from a course with a grade of "W." Following this date, students not successfully completing the course will receive a final grade of "F."

**Inclement Weather.** If the University, due to inclement weather or another event, cancels a class meeting we will follow the University's make-up schedule. Refer to the University's website or phone line to confirm that class has been canceled.

**Honor Code.** Misrepresenting oneself by cheating on quizzes or tests, failing to cite sources for quotations, paraphrasing, or outside media assets, turning in another person's work, or turning one's own work for another class or university activity is a serious breach of faith with the academic community, as defined by the Loyola University Honor Code Statement:

The students of Loyola University Maryland are citizens of an academic community that will conduct Itself according to an academic code of honor, following the Jesuit Ideal of cura personalis and keeping within the school motto, "Strong Truths Well Lived."

"The students of this University understand that having collective and individual responsibility for the ethical welfare of their peers exemplifies a commitment to the community. Students who submit materials that are the products of their own minds demonstrate respect for themselves and the community in which they study."

"All outside resources or information should be clearly acknowledged. If there is any doubt or question regarding the use and documentation of outside sources for academic assignments, your instructor should be consulted. Any violations of the Honor Code will be handled by the Honor Council."

The course instructor is duty bound by membership in the Loyola academic community to report Honor Code infractions to the Honor Council. Honor Code violations confirmed by the Course Director are punishable by a grade of "F" for the test or assignment in the first instance and for the course in the second. For more information about the Loyola Honor Code, see http://www.loyola.edu/academic/honorcode The Department of Communication Honor Code policy reiterates that the university honor code applies to all CM courses, including this one. The Course Director will follow the Department of Communication's policy guidelines for honor code violations if any infraction of the code occurs. The department's policy is available upon request.

All assignments and projects submitted in this course must be your own work. When an image or text is gathered from the Web and another source, proper APA formatted citations must accompany the assignment. Use library resources available at http://www.loyola.edu/library/REF/apa.htm to verify the format. In design document, you may want to link an electronic source information with the correct Web address or URL.

**Appeal of a Grade.** The grade appeal policy in the current Loyola University Undergraduate Catalog applies. This policy provides adjudication of written student appeals submitted with four months following issue of the grade in question. Appeals go first to the course instructor. Unresolved appeals are reviewed first by the department chair, and then, if still unresolved, to a two-person panel appointed by the department chair for final determination.

### **Grading**:

Grade	Distribution	
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Advanced Aesthetic Analysis (2)	:	60 points
Quizzes	:	25 points
Exams (2)	:	50 points
Homework (4)	:	40 points
Multimedia Web Project	:	40 points
Participation & Activities	:	25 points
Total	:	240 points

**Grading Rubric.** Advanced Aesthetic Analysis papers, homework assignments and multimedia web project will be graded based on their respective grading rubric. Assignment prospectus will include information about grading rubric.

**Grading scale for the final course grade.** 100-93% = A; 92-90% = A-; 89-87% = B+; 86-83% = B; 82-80% = B-; 79-77% = C+; 76-73% = C; 72-70% = C-; 69-67% = D+; 66-60% = D; 59-0% = F.

Grades are based on standardized criteria. Grade reports will be issued periodically. The reports show progress toward learning aims, attendance/class participation, and a prediction of the overall course grade, which might change, as additional grades are included. The purpose of the grade reports is to maintain accurate records. *Students are responsible for immediately notifying the course instructor of apparent recording errors. Students experiencing difficulties should request help from the course instructor.* 

## **Overview of Graded Assignments:**

**Quizzes (25 points).** There will be seven quizzes on selected chapters of Zettl's textbook. Each quiz will have 10 points. Two lowest quiz grades will be dropped. Then your total in 50 points will be recalculated in 25. For example, if your quiz total is 48/50, your final grade for quiz part of this course will be 24/25. <u>Timeline:</u> These quizzes are designed to aid you in learning lessons from selected textbook chapters that will be covered in the first half of the semester. You need to complete a quiz online on a chapter by the night before a class in which that chapter content will be discussed. For example, chapter 2 on light will be covered on Tuesday, September 12. The quiz for that chapter will be available for you to complete from Sunday, September 10 through Monday, September 11. Likewise, if chapter 3 is covered on Thursday, September 14, quiz for chapter 3 will be available for you to complete from Sunday, September 13.

<u>Online quiz:</u> Quizzes will be conducted through Google Form's quiz application. Therefore, you will get a window to complete each quiz. You will be able to access the quizzes through links available in "Quizzes" section of the Moodle.

<u>Assessment:</u> It will work better if you read the assigned chapter first and then attempt to complete a quiz. When you submit the quiz, you will see links to 'quiz score' and 'edit your response'. If you have an incorrect answer/answers, you can make multiple attempts before quiz closing deadline to edit your response. Your last attempted score will be considered as your final grade for this quiz. For example, in your fist attempt you have scored 7/10 and in your second or last attempt before quiz deadline you have scored 9/10, then the last score 9/10 will be recorded as your grade for this quiz.

**Exams (50 points).** There will be two exams in this class. You will be assessed through essay-type questions in these exams.

<u>Exam I</u> will take place right before the mid-semester break to test your understanding of applied media aesthetics. Textbook chapters, lecture notes, class activities and chapter-specific discussion questions (to be posted on Moodle for each chapter/week) will prepare you for Exam I.

<u>Exam II</u> will take place in the final week. The goal of Exam II is to assess your understanding of foundational knowledge on digital/multimedia storytelling process and techniques. Additional reading materials to be available in "Course Readings and Lecture Notes" section and software-related activities will prepare you for Exam II.

**Applied Aesthetics Analysis (60 points).** There will be two applied aesthetics analysis assignments in this class. These Applied Aesthetics Analysis (AAAs or "triple-As") assignments will lead students through personal investigations of media aesthetics. The first step toward completion of each assignment is to review the associated textbook chapters and in-class learning experiences. The individual AAA Assignment sheets (to be available on Moodle) guide students through stepwise investigation of four aesthetic fields of mediated communication.

First aesthetics analysis (AAA I) will cover one and second dimensional aesthetic field. You will be expected to write an essay for this analysis. Second analysis (AAA II) will be a small group project. Unlike AAA I, you will be expected to create a detailed presentation for AAA II.

**Homework Assignments (40 points).** You will be expected to complete tutorial or guidelines-based four homework assignments to demonstrate your learning of audio, video, image and data-driven storytelling. These homework assignments will be graded, mainly based on completion of all the steps in tutorials or addressing the requirements set in the

assignment prospectus.

In case of major errors in your homework assignment, you will be expected to redo/update the assignment correctly by a new deadline set by the instructor (new deadline will be within two days after you will receive instructor's feedback). Points will be taken off for not addressing the correction correctly or not completing the correction by new deadline.

**Multimedia Web (40 points).** In this project, each student will be expected to create a multimedia story webpage. Students will be asked to pick a topic for this project for which they can create a user-friendly story page with five types of professional-quality original content – text, audio, image (and/or slideshow), video, and data/map/charts. In addition to this multimedia storytelling package, students will be expected to showcase their completed homework assignments through the website for this project.

No coding skill will be required for this project. Through class lessons, you will learn how to develop and manage webpages through Content Management Systems, such as WordPress.Org. Details about this assignment along with rubric will be posted to the Moodle.

**Participation and Activities (25 points).** Little over 10% of this course grade is allocated for participation and activities. In the first half of the semester, you will be expected to participate actively in minimum five class sessions to earn 40% of this "participation and activities" grade. In the second half of the semester (Part II of the course schedule), rest of the 60% grade will be dependent on your completion of all multimedia tool-related class activities.

# **Course Schedule:**

## **Part I: Applied Media Aesthetics**

Date	Topics & Activities	Pre-class Activities	Assignment Deadlines, Exams/Quizzes
Sept. 5	Course Overview Lecture: Defining Multimedia & Media Aesthetics Scope of Multimedia/Digital storytelling in Journalism and Communication Discussion: Relationship between Media Aesthetics and Multimedia Storytelling	<b>Reading:</b> Multimedia storytelling: Learn Secrets from Experts	
Sept. 7	Concepts related to Applied Media Aesthetics (AMA)	<b>Reading:</b> Chapter 1 (Zettl)	

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	Slogan for AMA		
Sept. 12	First Aesthetic Field: Light	<b>Reading:</b> Chapters 2 - 3 (Zettl)	Ch. 2 Quiz (9/11)
Sept. 14	Extended First Field: Color AAA I and AAA II to be assigned	<b>Reading:</b> Chapter 4 (Zettl)	Ch. 4 Quiz (9/13)
Sept. 19	Two Dimensional Field: Area Q & A on AAA (Applied Aesthetics Analysis) Groups to be confirmed for AAA II .	<b>Reading:</b> Chapter 6 (Zettl) <b>Watching:</b> Tutorial on "How to" of AAA	Ch. 6 Quiz (9/18)
Sept. 21	Two Dimensional Field: Forces within Screen	<b>Reading:</b> Chapter 7 (Zettl)	Ch. 7 Quiz (9/20)
Sept. 26	Three-dimensional field: Depth & Volume	<b>Reading:</b> Chapter 9 (Zettl)	Ch. 9 Quiz (9/25)
Sept. 28	Building Screen Space: Visualization	<b>Reading:</b> Chapter 11 (Zettl)	Sept. 29: AAA I essay is due.
Oct. 3	Four-dimensional field: Time & Motion	<b>Reading:</b> Ch. 12 – 13 (Zettl)	Ch. 12 – 13 Quiz (10/2)
Oct. 5	Five-dimensional field: Sound	<b>Reading:</b> Chapter 15 (Zettl)	Ch. 15 Quiz (10/4)
Oct. 10	Review class before Exam I on Applied Media Aesthetics	Selected chapters (Zettl); Information to be shared on Moodle's "Syllabus and Assignments" folder.	
Oct. 12	Exam I	Selected chapters (Zettl); Information to be shared on Moodle's "Syllabus and Assignments" folder.	Exam I
Oct. 24	AAA II Presentation		AAA II is due
Oct. 26	AAA II Presentation		AAA II is due

Date	Topics	Pre-Class Activities	Assignments/Exam
Text and	Ітада		
Oct. 17	Lecture:	Reading:	
000.17	Web safe fonts, Web Typefaces	"15 Best Web Safe Fonts"	
	Image: Essential concepts, Attributes of a quality image,	"Choosing a file format"	
	formatting	Watch & Practice: Photoshop Tutorial	
	<b>Activity:</b> Edit images with Photoshop		
Oct. 19	Lecture:	Reading:	Download
	Basic design principles for	"8 Basic design principles	Wowslider software
	creating awesome graphics	for creating awesome graphics"	on your computer from WowSlider.com
	Activities:		
	Creating a new image/graphic and		
	a collage image with Photoshop or Canva + Creating Interactive		
	Image/video with ThingLink		
0ct. 31	Activities:	Watch & Practice:	
	Recap/Continuation of Image creation and editing	Creating Image Slideshow with WowSlider	
	Creating Image Slideshow with WowSlider		
Web & D	)ata		
Nov. 2	Lecture:	Reading:	
	Web Design Principles	"Web Design Principles,"	
	Web Design Terms/Elements	"Content Management Systems"	
	Activity:		
	Customizing website theme and		
	settings with Content		
	Management System (CMS)		
Nov. 7	Activity:	Watch & Practice	Homework 1:
	Integrating multimedia content into a webpage/creating a multimedia story page	Tutorials on CMS	Photo Essay/Image Slideshow

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Nov. 9	Lecture: Importance and use of dataviz in communication and journalism Infographic vs. Dataviz Activities: Creating dataviz with Google Fusion Table	Reading: "Data Storytelling: The Essential Data Science Skill Everyone Needs" "Dataviz catalogue": Functions of different types of dataviz	
Audio	1		1
Nov. 14	<ul> <li>Lecture: Formatting audio files and cross- browser compatibility</li> <li>10 tips for using audio more effectively in multimedia stories</li> <li>Activity: Recording and Editing with SoundTrap</li> </ul>	Reading: "10 tips for using audio more effectively in multimedia stories" Tutorial Practice: SoundTrap Tutorials	Homework 2: Creating a webpage with text, image and dataviz
Nov. 16	Lecture: Audio Editing Activities: Recording and Editing audio file(s) with Sound Trap Uploading edited/recorded audio to SoundCloud	Reading: "Tips for better audio editing on a budget" Tutorial Practice: SoundTrap Tutorials	
Video			
Nov. 21	Lecture: Introduction to Video, Video file format and compatibility, Basic rules for good videography Activity: Video shooting with smartphone	Reading: "Basic rules for good videography" Watch/Review and Practice: Video Editing Tutorials	Homework 3: Audio Interview (Recording and Editing)
Nov. 28	Lecture: Basic video editing techniques Multimedia Web Project to be assigned.	Watch/Review and Practice: Video Editing Tutorials	

	Activities: Uploading edited video to YouTube and/or Vimeo	
Nov. 30	Activity: Review and Practice: Multimedia Web Discussion on Multimedia Web Project	Homework 4: Video
Dec. 5	Project Day	
Dec. 7	Project Day	Multimedia Web Project is due by 5 p.m. on Friday, December 8.
Dec. 12	Study Day	
Dec. 13	Exam II (1 p.m. at M021)	

#### Note:

If there is a change in the course schedule, students will be notified about that by email as well as in the class.