

COM 4723.001  
Digital Media Production (MWF 11:00-11:50 A.M.)

Fall 2009 MB 0.320

Professor: Dr. Seok Kang (MB 2.248H)

Office Hours: 2:00 – 3:30 P.M. MW

Or by appointment

seok.kang@utsa.edu

Phone: 210-458-6760

### 1. Course Description

Prerequisites: COM 2433, COM 3413, and COM 3623 or consent of instructor.

Theory and application of digital production formats, such as web animation, digital photo production or digital film. May be repeated once for credit when topics vary. This course fulfills the College of Liberal and Fine Arts Signature Experience.

### 2. Course Objectives

This course is a production-oriented course covering interactive multimedia, also called “digital narratives.” This course deals with practical philosophy and techniques about multimedia production through Photoshop®, Flash®, and Final Cut Express®.

The course aims at developing specific skills, competencies, and points of view needed by professionals in the field most closely related to multimedia including animation, digitization, action scripts, and video production. It expects students to acquire skills in working with others as a member of a team. Students develop creative capacities through designing and creating a multimedia product. Students will be given assignments of electronic media practices such as interview, audio, video, and other needed written assignments as scheduled in the course. Students are also required to complete a narrative group project and present at the end of the semester.

**BY THE END OF THIS SEMESTER, MY HOPE IS THAT STUDENTS WILL BE ABLE TO INTEGRATE THE CONCEPTS AND PRACTICES COVERED IN THE CHAPTERS INTO REAL LIFE SITUATIONS-REAL WEBSITE CREATION.**

### 3. Text and Readings

Required Texts

Kang S. (2009). *Handbook of Digital Media Production*. Deer Park, NY: Linus Publications.

## 4. Course Content

**Course Outline\***

<b>Date</b>	<b>Topics</b>	<b>Parts</b>	<b>Other</b>
Aug. 26 (W)	Introduction		
Aug. 28 (F)	Digital Storytelling, HTML, CSS, Dreamweaver	I,II	
Aug. 31 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 2 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 4 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 7 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 9 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 11 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 14 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 16 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash	I,II,III,IV	
Sep. 18 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III,IV, V	
Sep. 21 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III,IV, V	
Sep. 23 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III,IV, V	
Sep. 25 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III,IV, V	

Sep. 28 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Sep. 30 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 2 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 5 (M)	<b>Test #1 (I,II,III, IV,V)</b>	
Oct. 7 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 9 (F)	<b>Mid Term Project Review</b>	
Oct. 12 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 14 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 16 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 19 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 21 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 23 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 26 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 28 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Oct. 30 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 2 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V

Nov. 4 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 6 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 9 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 11 (W)	<b>Test #2 (I,II,III,IV,V)-Cumulative</b>	
Nov. 13 (F)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 16 (M)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 18 (W)	Digital Storytelling, HTML, CSS, Dreamweaver, Photoshop, Flash, Video	I,II,III, IV, V
Nov. 20 (F)	Group Meeting	
Nov. 23 (M)	Group Meeting	
Nov. 25 (W)	Group Meeting	
Nov. 27 (F)	<b>Thanksgiving (No Class)</b>	
Nov. 30 (M)	Group Meeting	
Dec. 2 (W)	Group Meeting	
Dec. 4 (F)	Group Meeting	
Dec. 7-8	<b>Reading Day (No Class)</b>	
TBA	<b>Final Presentation</b>	

## 5. Student Evaluation Procedures

### Exams (60%)

There will be two exams during semester. It will be in forms of multiple choices and short answers, true/false questions, and cover one or more units of the class materials. The exam will cover the course content presented by the professor. The test is worth 60% of the total grade (30% for test 1 and 30% for test 2). The exam will be administered in class and will be closed book and notes.

### Group Project (20%)

Multimedia Narrative Development: A detailed explanation will be handed out in class.

### Assignments (20%)

Students are required to complete and hand in assignments of production exercises given in class. This is an individual assignment. Each assignment will be graded and posted on WebCT.

**Late assignments are not accepted. Late submissions will be accepted only in the case of a documented emergency.**

<u>Summary of Grading</u>	<u>Percentage</u>		<u>Scale</u>
First Exam	30%	90-100%	A
Second Exam	30%	80-89%	B
Group Project	20%	70-79%	C
Assignments	20%	60-69%	D
		Below 60%	F
Total	100%		

### 6. Course Policy

Regular attendance is expected. Each week, it is essential that all students read the equivalent chapter before class and be prepared to participate in class discussion and exercises.

**Exams are conducted on designated dates; rescheduling exams will be accepted only in the case of a documented emergency.**

### 7. Plagiarism

All of your work is expected to be original, yours and yours alone, and must reflect careful preparation. Any and all use of source materials shall be cited properly within your work, and shall be documented in the bibliography section of your assignment. Passing off someone else's work as your own is unethical and inexcusable. It will result in an "F" for the course.

Students will use WebCT ([webct.utsa.edu](http://webct.utsa.edu)) to check class schedule, assignments submission, test information, and class material. Use your WebCT ID and P/W to log-on.

### 8. Classroom Behavior Expectations

Minimally include a simple student behavior clause and elaborate as necessary (e.g., you might want to include directions on the use (and misuse of laptops), student chatting during class, cell phones, etc.

Classroom Behavior: All members of the class are expected to behave with courtesy and respect toward others. Should behavioral disruptions interfere with the business of the classroom and the ability of class members to learn, they may be reported to the Office of Student Judicial Affairs in accordance with Section 202 of the UTSA Student Code of Conduct (<http://www.utsa.edu/OSJA/index.cfm>).

### 9. University Policy on Academic Dishonesty

Be sure to include a section on academic dishonesty and its consequences along the following lines:

*University Policy on Academic Dishonesty:* Students are expected to be above reproach in scholastic activities. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. "Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an exam for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts" (UT Regent's Rules of Regulation). Since scholastic dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. If you have any questions about this (especially what constitutes plagiarism), please stop by my office and I'd be most happy to discuss it. You can also refer to the UTSA Student Code of Conduct on scholastic dishonesty and disciplinary action. This is available at: <http://www.utsa.edu/OSJA/index.cfm>

### 10. Academic Success and the Tomás Rivera Center

Though not mandatory, it is useful to include information on academic support services for students, especially in introductory-level classes. As a useful sidebar, the TRC has also recently begun to offer various workshops and other support for graduate students as well.

*Academic Success and the Tomás Rivera Center:* The TRC provides an array of services to assist student in achieving learning success. A large proportion of beginning students find that the skills they develop in high school may not be adequate for success at the college level. The TRC provides training and assistance in such areas as study skills, test taking strategies, note taking skills, etc. The Center also has individual advising and tutoring for some courses. At the moment, tutoring is not available for this course but the various skills workshops that they run along with individual advising may prove extremely helpful. The TRC is located in the University Center 1.01.02 (far west end of the UC). You can reach them via the web ([www.utsa.edu/trcss](http://www.utsa.edu/trcss)) or by phone (458-4694).

### 11. Other Student Support Services

Students with documented impediments and challenges may receive a variety of support services from the Office of Disability Services, and a section should be included in the syllabus to this regard:

*Other Student Support Services:* UTSA students with documented disabilities have access to an array of support services through the Office of Disability Services (office: MS 2.03.18; phone: 458-4157; web: <http://www.utsa.edu/disability/>).

12. A) The last date for Sophomores and above to withdraw from a class is R Oct. 29.

B) the last date for a Freshman to withdraw from a class is R Dec. 2.

A full fall semester calendar with other important dates can be found at:  
[http://www.utsa.edu/registrar/reg\\_materials/reg\\_calendar\\_fall.pdf](http://www.utsa.edu/registrar/reg_materials/reg_calendar_fall.pdf)

### 13. Project Presentation Tips

1. Don't forget to present the theme of the website.
  - a. Site theme (e.g. purpose of the site)
  - b. Color theme (e.g., representing colors)
  - c. Font theme (e.g., why did you use the font?)
  - d. Writing theme (e.g., easy writing or academic writing)
2. Show each page and each link.
3. Include video (audio) clips in the presentation.
4. Present what web development technique you used
  - a. CSS
  - b. HTML
  - c. Photoshop
  - d. Flash
  - e. Video techniques, etc.,
5. Add your own presentation ideas you had.
6. Presentation can be 10-15 minutes long.

### 14. Final Grade Calculation Tips

1. Each grading category has its allotted percentage.
2. Use the percentage to calculate your final grade.
3. For example, if they are assignments (20%), project (20%), test 1 (20%), test 2 (20%), and test 3(20%),
  - a. Assume you received 90/100 in your test 1. This means you earned 18 points ( $90 \times 0.2$ ).
  - b. Assume you received 95/100 in your test 2. This means you earned 19 points ( $95 \times 0.2$ ).
  - c. Assume you received 90/100 in your test 3. This means you earned 18 points ( $90 \times 0.2$ ).
  - d. Assume you submitted all assignments in time and got 100/100 for all submissions. This means you earned 20 points ( $100 \times 0.2$ ).
    - i. If there are 10 assignments in the semester, each assignment is worth 2%, in total 20% for 10 assignments.
  - e. Assume you received 90/100 in your project. This means you earned 18 points ( $90 \times 0.2$ ).
4. Therefore, your total average is  $18 + 19 + 18 + 20 + 18 = 93$ . This means your final grade is an A.

