



English 410X: Multimedia Design in Professional Communication
<http://eserver.org/410x/>

Instructor	Geoffrey Sauer Office: 433 Ross (515) 294-3085 office Office Hours: Wednesday, 1:00 – 3:30 pm, and by appt.	Classroom: Ross 420 gsauer@iastate.edu (515) 441-1461 cell
Goals	This course will focus on the fundamentals of developing digital multimedia using a range of software, hardware, and electronic equipment.	
Background Needed	Solid computer skills, knowledge of rhetoric, and basic web design skills are assumed, but no specific experience with multimedia technologies is prerequisite. Be prepared to approach multimedia vigorously and immersively.	
Learning Objectives	Through readings, class discussion and multimedia projects, students will learn to apply rhetorical principles (audience analysis, invention, organization, style, design) to multimedia authoring; to learn production techniques for multimedia development (including traditional video, CD-ROM, streaming, DVD video, Flash interactivity and database-driven web multimedia), from storyboarding to nonlinear editing; to plan and manage collaborative multimedia projects; to master software genres commonly used for multimedia training program in education and industry.	
Texts	Williams, Hugh E. and David Lane. (2002). <i>Web Database Applications with PHP and MySQL</i> . Sebastapol, CA: O'Reilly and Associates. Pogue, David. (2003). <i>IMovie 3 and iDVD: The Missing Manual</i> . Sebastapol, CA: O'Reilly and Associates. Numerous online resources.	
Attendance	Because this is a computer-based class, it is important that you attend class on a regular basis in order to build your skills in writing HTML. I understand that things come up during the semester, and therefore I allow three (3) <i>unexcused</i> absences—that's all. Each absence beyond that will reduce your final grade significantly. Six (6) or more absences during the semester will result in automatic failure.	

Participation	During class, you must show evidence that you have read the textbook assignments by being able to discuss them intelligently in class and to apply the lessons to web page construction. In addition, you must complete regular HTML assignments (some in class), as well as an oral presentation of your final website design.
Appointments, Conferences and Communication	<p>I will be glad to meet you during office hours, before or after class, or by appointment to discuss your work in the course and any questions and concerns you may have in relation to it. I'm also available to answer questions via e-mail or phone. You can get in touch with me in a number of ways:</p> <ul style="list-style-type: none"> · come to office hours: Ross 433 · send me e-mail: gsauer@iastate.edu · call me at my office: (515) 294-3085 · leave a note in my English Department mailbox (Ross 203) · call me at my cell phone: (515) 441-1461 <p>If you have an important question or problem during the evening, or on a weekend, particularly when an assignment is due, I don't mind your calling me on my cell phone as long as you call between 9:00 a.m. and 10:00 p.m. and not during dinner (5:00 to 7:00 p.m.).</p>
Religious Observance	In accordance with university policy, I have worked to avoid having graded assignments due on major religious holidays, but given the variety of such observances, it is often impossible to avoid all conflicts. If you have a conflict between a religious holiday and an assignment, please contact me in advance so that we can make appropriate arrangements.
Meetings	You are always welcome to make an appointment during the office hours listed on the front of the syllabus. Rather than just dropping by, it usually works better if you schedule an appointment so we can both prepare for our discussion. However, you are still welcome to just drop by if you have an urgent need to talk. You can also make appointments outside of office hours if your schedule conflicts with these hours.
Late Assignments	Avoid them. However, you can receive an extension for good cause if you submit a formal memo via e-mail before the assignment is due. In this memo, you should explain the reason for the delay and propose a reasonable deadline (less than one week), which you will then be expected to meet. This memo serves as a contract; failure to meet the new deadline results in a failing grade for that assignment. You can submit late assignments no more than twice during the semester. Oral presentations are excluded from this option and are due on the assigned date.

Disabilities

If you have a documented disability and anticipate needing accommodations in this course, please make arrangements to meet with me soon. Also, please make sure a Disability Resources staff member sends me an SAAR form verifying your disability and specifying the accommodation you will need. The DR office is located on the main floor of the Students Services Building, Room 1076, ph. 294-6624. I look forward to working with you and will try my best to accommodate your needs.

Academic Honesty

Unless you are working with others on a collaborative assignment, the work you turn in for this class must be your own. If you use others' work without crediting them, you will receive a failing grade for the assignment, and most likely for the course. While you certainly can ask for feedback from others, you should not allow anyone to write any part of your assignment for you. For further information, consult the ISU Student Handbook's discussion of academic dishonesty .

Grading

Participation will be graded not only on the quantity of contributions to in-class discussion but also to its quality: comments should attempt to build upon previous speakers' comments or topics whenever possible.

The projects and exam will be graded on a scale from A-F. The major assignments: the **short project, mid-term exam and final group project**, will be judged as follows:

A	Top-notch, excellent, extraordinary accomplishment. Really strong conception and execution. Minor tinkering at most needed to make this comparable to professional-quality work.
B	Very strong work. Everything in order, well conceived and well executed. Minor editing problems at most. NOTE: The differences between an A and a B have to do with a combination of originality, excellence, thoroughness, and attention to detail in execution. Although 'A' grades may include comments on sentence level editing, doing this type of editing would not be sufficient to raise a B to an A.
C	Average, but missing some components. No glaring conceptual or execution problems, but nothing particularly outstanding in either department. Topic or problem may be somewhat limited, or execution may be less than optimal.
D	Acceptable, but below average work. Either conception, execution or both definitely need to be improved.
F	Not of acceptable quality.

Short assignments and supporting work for main assignments will be graded on a \checkmark , $\checkmark+$, and $\checkmark-$ basis, which will equate to a B, A and C respectively.

Assignments

All of the assignments below are described in detail on the class website. Final grades are assigned on a 100-point system, broken down as follows:

- **Class participation (10 points):** Class participation entails showing up prepared for class discussion and participating in the class e-mail list. I'm looking for active, engaged participation that helps others in class learn the material we are covering.
- **Reading quizzes (5 points):** Quizzes are designed to test your comprehension of chapters from the textbooks and will be unannounced, to ensure you read consistently and carefully throughout the semester. It is important that you keep up with the reading, as earlier assignments serve as foundations for latter skills development.
- **Interview (10 points):** This assignment requires you to videotape an interview with someone in your department about what s/he sees to be coming in the foreseeable future of his or her field. The footage should be extensive, but will result in a five-minute video to be turned in on DVD and displayed in class.
- **Video Documentation (10 points):** For this assignment, you will document either a piece of multimedia hardware or software for a peer who may or may not know have experience in multimedia development. Particular attention should be paid to labeling, structure, and navigation.
- **Streaming (5 points):** For this assignment you will convert either your documentation or interview into streaming format, and prepare any necessary intellectual property agreements and paperwork necessary for online distribution of your work.
- **Interactive Documentation (10 points):** This assignment will add Flash multimedia to your documentation of a second piece of multimedia hardware or software. This project will include interactive links and should be web-compatible.
- **Database-Driven Website (10 points):** This assignment will begin to study how to use back-end server technologies to implement adaptive and rich multimedia websites.
- **Database-Driven Flash Interactivity (15 points):** This assignment will use the database development your group has assembled for the website assignment to provide dynamic content for online Flash multimedia.
- **Final Portfolio DVD (25 points):** Due the final day of class, the final portfolio DVD allows you to demonstrate all you have learned in this course about information architecture, HTML, Web graphics, and visual design.