



## art222digitalmultimedia

kcc :: new media arts :: spring 2010  
koa 103 :: TR :: 8:00 AM - 10:30 AM  
instructor: chris gargiulo :: office: olapa 225  
email: gargiulo@hawaii.edu

**:: coursesyllabus**

**spring2011**

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### 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:**

- Apply the basic concepts and principles of digital imaging, motion graphic design, digital video editing, sound editing, and multimedia authoring in the creation of time-based multimedia.
- Analyze and evaluate existing works of digital multimedia while conducting research, preparing concept drawings, and creating storyboards for time-based multimedia.
- Apply knowledge of the theory, history, and principles of interface design and animation in the creation new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.
- Communicate effectively, both visually and verbally, by presenting work, defending design decisions, and by participating as an active critic during group critiques.
- Synthesize the concepts and principles of digital multimedia in the creation of a time-based multimedia work of art that combines image, text, and sound and integrates conceptual thinking, technical execution, and aesthetic application.

### COURSE CONTENT

#### **A. Digital Multimedia: Theory and Aesthetics**

**30%**

- 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**

**30%**

- 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

40%

- 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:

- **Adobe After Effects CS5: Learn by Video**  
By Angie Taylor, Todd Kopriva
- **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 Master 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.

All students are required to have hosting space to post their designs, assignments, and ultimately their final web site. Students are required to purchase a hosting plan with a third party hosting provider. Past students have purchased hosting plans from Bluehost, iPage Super Green Hosting, and GoDaddy (these are just a few of many hosting providers available). Plans should include ample disk space (ie. more than 2GB or unlimited), support for CGI, PHP, and MySQL, multiple domain hosting (to host more than one site), one-click install/support for Wordpress, Joomla, and Drupal (popular CMS options), and a low, competitive price (an example rate is around \$3-\$5/month – this is subject to change based upon current trends for hosting prices).

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 an external hard drive or thumbnail drive with a minimum capacity of 4 GB.

## 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:

The methods of evaluation used in this course are broken down as follows:

<b>Projects</b>	<b>80%</b>
<b>Critiques</b>	<b>20%</b>
<b>TOTAL</b>	<b>100%</b>

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:

A	90-100	B	80-89	C	70-79	D	60-69	F	59-0
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The final course grade will be calculated as follows:

<b>Weekly Assignments</b>	<b>40%</b>
<b>Final Assignment</b>	<b>40%</b>
<b>Class Participation</b>	<b>20%</b>
<b>TOTAL</b>	<b>100%</b>

## SPECIAL STUDENT SERVICES (SSSO)

Extended time in a distraction-free environment is an appropriate accommodation based on a student's disability. If you are a student with a documented disability and have not voluntarily disclosed the nature of

your disability and the support you need, you are invited to contact the Disability Support Services Office, Ilima 103, 734-9552 (V/T), or email [kapdss@hawaii.edu](mailto:kapdss@hawaii.edu) for assistance.

## 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-by-week schedule:

- **Week 1: Intro to the Course**
- **Week 2: Intro to Video Editing (Adobe Premiere)**
- **Weeks 3-4: Video Project**
- **Week 5: Intro to Compositing and Motion Graphics (Adobe After Effects)**
- **Weeks 6-10: Final Project**
- **Week 11: NO CLASS - SPRING BREAK**
- **Week 12: Intro to DVD Authoring (Adobe Encore)**
- **Weeks 12-17: Final Project**

## OFFICE HOURS

Office hours are held in the computer labs, not at my office. They are operated on a first-some-first-served basis and organized via a sign-up sheet on the whiteboard in class.

This semester my office hours are:

- Thursdays 3:15-4:15pm in Iliahi 112 (for ART 222 Students)
- Thursdays 4:15-5:15pm in Iliahi 112 (for ART 128 Students)

Students showing up for office hours that are not a part of the designated class as dictated above will be seen if time permits and on a lower priority than the students for which that office hour period is designated.